

# 2006 BART Customer Satisfaction Study



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# CONTENTS

<b>INTRODUCTION</b>	1
<b>EXECUTIVE SUMMARY</b>	3-4
<b>DETAILED RESULTS</b>	
Overall Satisfaction	6-7
Pride in BART.....	8-9
Perceptions of Value.....	10-11
Specific Service Characteristics	12-13
Service Characteristics Rating Changes.....	14-15
Quadrant Analysis	16-18
Satisfaction Trends.....	19
Ethnicity Compared to Region	20
Incomes Compared to Region	21
<b>APPENDICES</b>	
A. Questionnaire	23-30
B. Complete Tabulations.....	31-62
C. Tests of Statistical Significance for 2004 vs. 2006 Comparisons .....	63-66
D. Service Characteristics Ratings - Percentages.....	67-70
E. Description of Methodology and Response Rate Summary	71-76
F. Coding of Respondent Comments	77-80
G. Quadrant Charts by Ridership Segment.....	81-86



# INTRODUCTION

Satisfied customers are a key element in BART's effort to maintain and increase ridership. As part of this effort, BART customers are surveyed every two years to determine how well BART is meeting customer needs and expectations. These surveys, which were initiated in 1996, are conducted by an independent research firm.

BART management and staff use customer satisfaction surveys to focus on specific service areas and issues that are important to BART customers. Making informed choices allows BART to better serve current riders, attract new customers, and enhance the quality of life in the Bay Area.

This report is based on 6,150 questionnaires completed by BART customers. These customers were surveyed while riding on randomly selected BART cars during all hours of operation on weekdays and weekends.

The following Executive Summary highlights the most salient findings of the survey. Subsequent sections present detailed analyses of the factors that influence customer satisfaction, and a full description of the survey methodology including a copy of the questionnaire.

The initial survey questions ask customers to describe their use of the system. The customers are then asked three key opinion tracking questions focusing on:

- Overall Satisfaction
- Pride in BART
- Perceptions of BART's Value for the Money.

In addition, the survey probes for ratings of forty-four specific service characteristics, ranging from on-time performance to station cleanliness. BART uses the service factor ratings to set priorities for initiatives to sustain and improve customer satisfaction.

It should be noted that a number of events that might influence customer satisfaction have occurred since the 2004 study. These include:

- the introduction of paid parking at a number of BART stations,
- reduction in staffing, in the last four budget years, of 58 car and station cleaner positions,
- a labor settlement in July 2005,
- a fare increase of 3.7% on January 1, 2006,
- ridership growth of about 10% placing greater demand on the system and increased crowding on the trains.



## EXECUTIVE SUMMARY

- BART continues to be very well-regarded by its customers.
  - Overall satisfaction among riders is down slightly from the all time high rating of 86% achieved in 2004. Currently 85% state that they are very or somewhat satisfied with the services provided by BART.
  - Over nine in ten (93%) would definitely or probably recommend BART to a friend or out-of-town guest. This equals the record high ratings on this question in 2004.
  - Two in three (67%) agree strongly or somewhat that “BART is a good value for the money”. In 2004, this figure was also 67%.
- Although still positive, there is a softening in the “top-tier” ratings. The number of very satisfied customers is now 43%: down by 3 percentage points from 2004. This contrasts with the 11 point gain in very satisfied customers registered between 2002 to 2004. There is also a softening in the percent of BART riders who say they would definitely recommend BART and in the percent who agree strongly that BART is a good value for the money. These measures, however, decreased only slightly.

Percent saying...	<u>2002</u>	<u>2004</u>	<u>2006</u>
they are <u>very satisfied</u> .....	35%	46%	43%
they would <u>definitely recommend</u> BART .....	62%	70%	69%
<u>agree strongly</u> that BART is a good value for the money .....	27%	28%	26%

- Customers in all demographic and behavioral groups give positive satisfaction ratings to BART. These segments include: weekday peak, weekday off-peak and weekend customers, frequent and infrequent riders, customers of all ages, ethnicities, income levels, genders and disability status.
- BART operates in a competitive environment. Most BART customers, 78%, are “choice riders”: they choose BART over other available modes of transportation. The alternatives to BART include 42% who said they could have driven alone, 13% carpool, and 30% could use a bus or other transit. Overall, only 22% say that BART is their only option.
- The softening in the overall ratings reflects lower customer ratings for specific service factors. In the current survey customers rate BART slightly lower on forty-two of forty-four characteristics. *(Note: Of the 42 attributes which decreased, 30 were statistically significant declines.)*
  - Statistically significant declines include ratings of: ***Train interior cleanliness, Noise level on trains, Restroom cleanliness, Condition / cleanliness of windows on train, Appearance of train exterior, Station cleanliness, Availability of car parking, and Comfort of seats on trains.***

## EXECUTIVE SUMMARY (continued)

- The magnitude of the changes observed in 2006 can be characterized as relatively minor compared with changes observed in previous survey years (e.g. TVM increased 35% between 2002 and 2004). The largest decline in 2006 (Train Interior Cleanliness) was only 6.9%. The average decline in 2006 was just 2%.
- Five of the top six declines relate to the condition/cleanliness of BART trains and stations.
- Service characteristics with increased ratings are ***Elevator availability and reliability*** and ***Access for people with disabilities***. Neither of these changes is statistically significant.
- On-time performance continues to be the top driver of overall satisfaction. Continued success in this area is key to sustaining a high level of satisfaction in coming years.
- Plotting service factor ratings and levels of importance on a Quadrant Chart reveals Target Issues. Target Issues are those factors that customers consider important, but also rate relatively lower than the other factors. In 2006 two factors, Car interior cleanliness and Ticket refund process, are Target Issues. This is in sharp contrast with sixteen factors rated Target Issues in 1998. This improvement is largely due to the ten year \$1.2 billion Renovation Program that was completed in 2004.
- Comparing BART rider ethnicities and incomes to the US Census estimates for the region show that BART customers mirror the ethnic and income diversity of the region.

These survey results provide BART with insight into the way customers perceive and judge BART. This information can help to guide BART to set priorities for existing programs and design initiatives to address service issues.

As noted, the overall BART ratings (overall satisfaction, pride in BART, and value for the money) are at or near the record high levels of 2004. These generally high ratings, however, contain evidence of a stalling of the upward trend in satisfaction among customers. Two factors underlying this conclusion are: 1) a drop in the percentage of respondents saying they are ***very satisfied*** with BART overall and 2) rating decreases on forty-two of the forty-four service characteristics.

The future holds many challenges for BART. It is important to continue to deliver services which result in positive satisfaction levels. High satisfaction levels will help BART to maintain/increase ridership. Achieving these goals requires:

- Ongoing reinvestment;
- Addressing the condition/cleanliness issues where significant rating declines have occurred;
- Continued fiscal decisions that maintain quality service levels and on-time performance for customers.

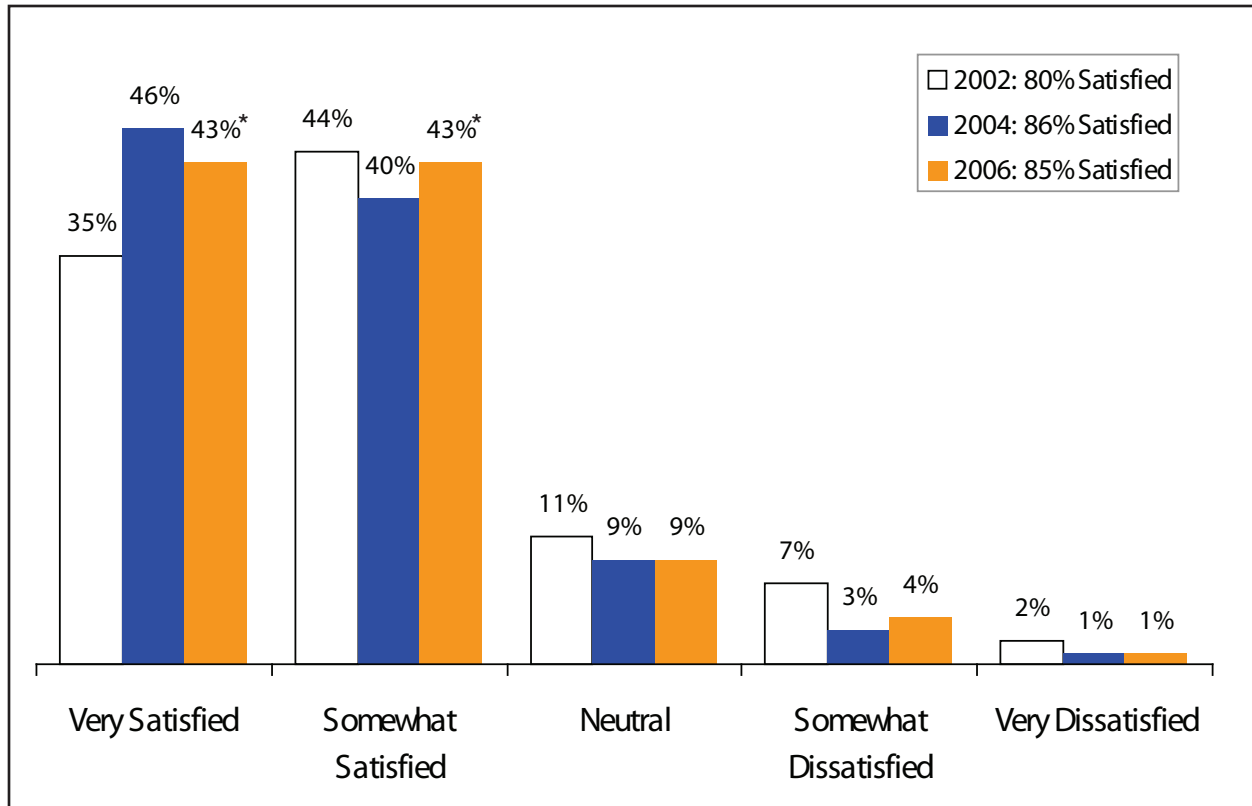


## DETAILED RESULTS

## OVERALL SATISFACTION - TRENDING

(2002 / 2004 / 2006 Comparison)

Overall satisfaction measured by those who are very or somewhat satisfied has declined 1% from the record high in 2004. Those who are very satisfied has dropped from 46% to 43%.

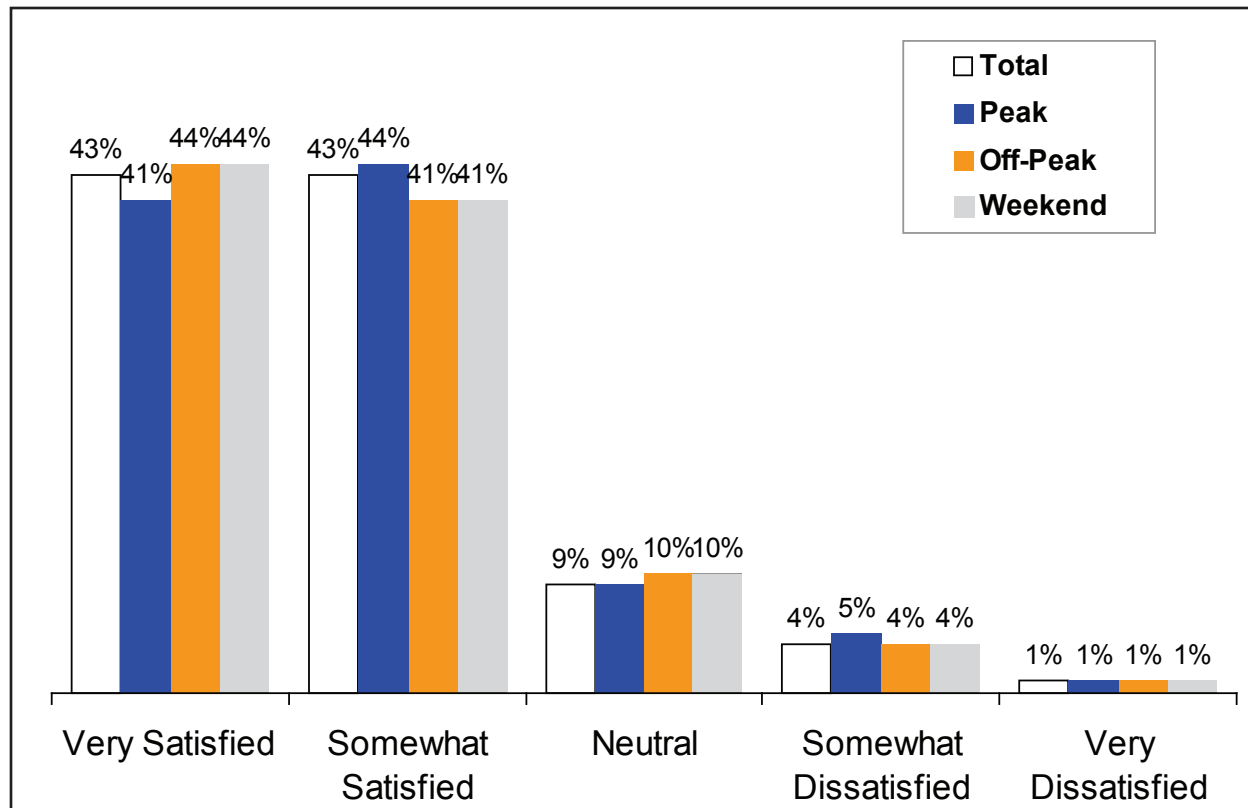


\*42.5% rounded to 43%

## 2006 OVERALL SATISFACTION

(Peak / Off-peak / Weekend Comparison)

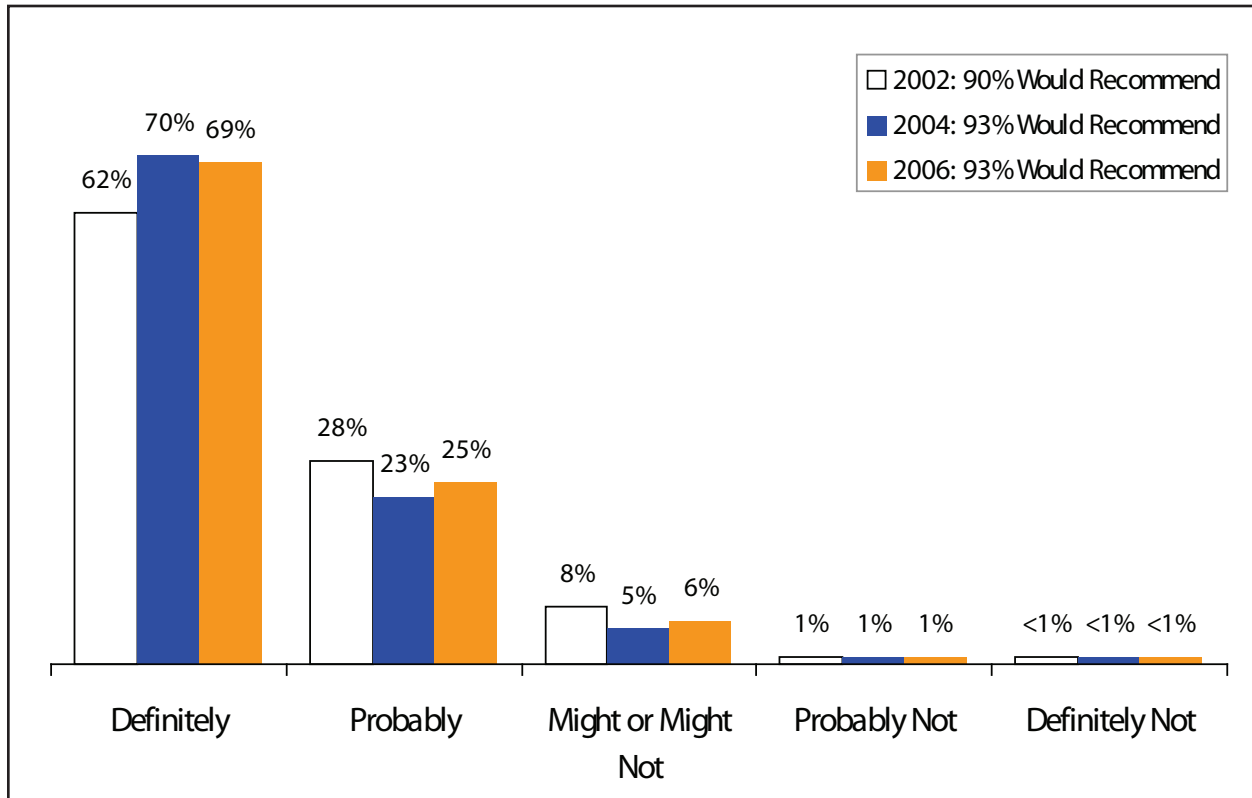
Satisfaction spans all time periods: peak, off-peak, and weekends. The Very Satisfied rating is slightly higher among weekend and off-peak customers.



## PRIDE IN BART / WOULD RECOMMEND - TRENDING

(2002 / 2004 / 2006 Comparison)

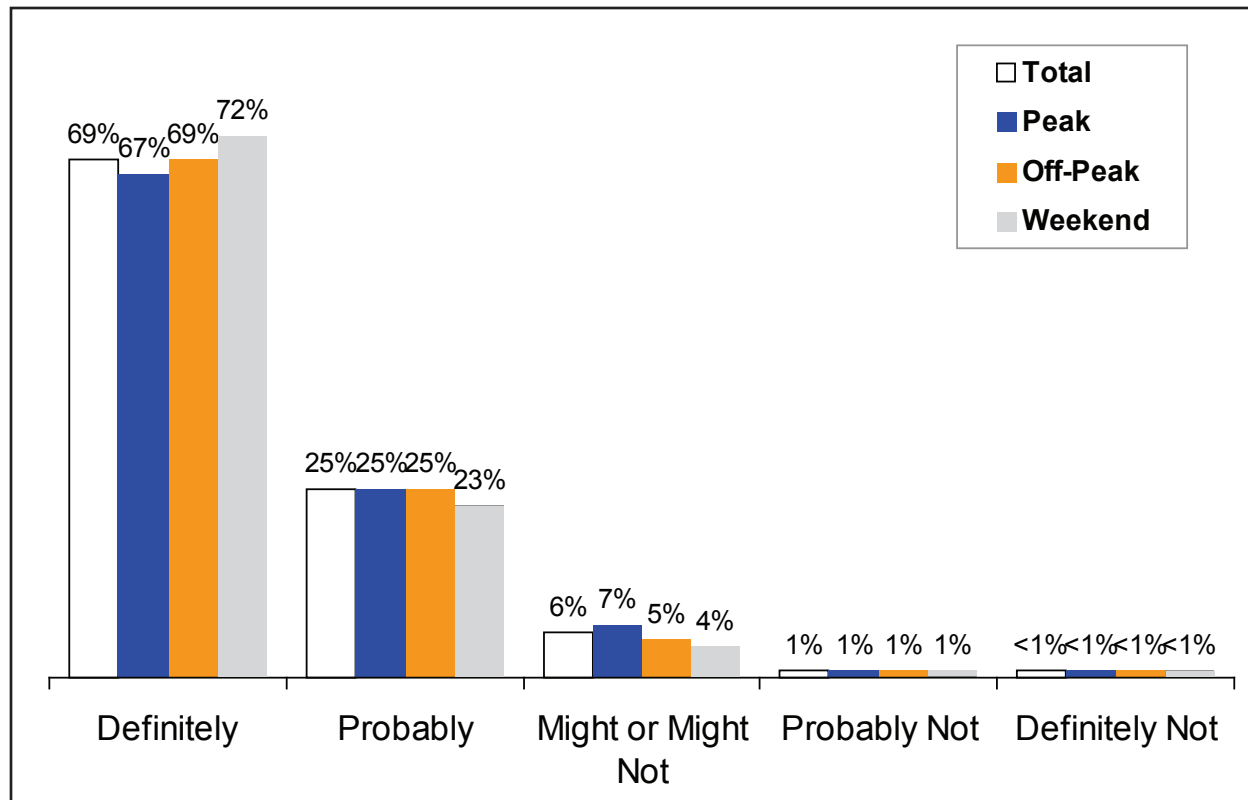
93% of BART customers would recommend BART, matching the record level achieved in 2004, but slightly fewer are in the “Definitely Recommend” column.



## 2006 PRIDE IN BART / WOULD RECOMMEND

(Peak / Off-peak / Weekend Comparison)

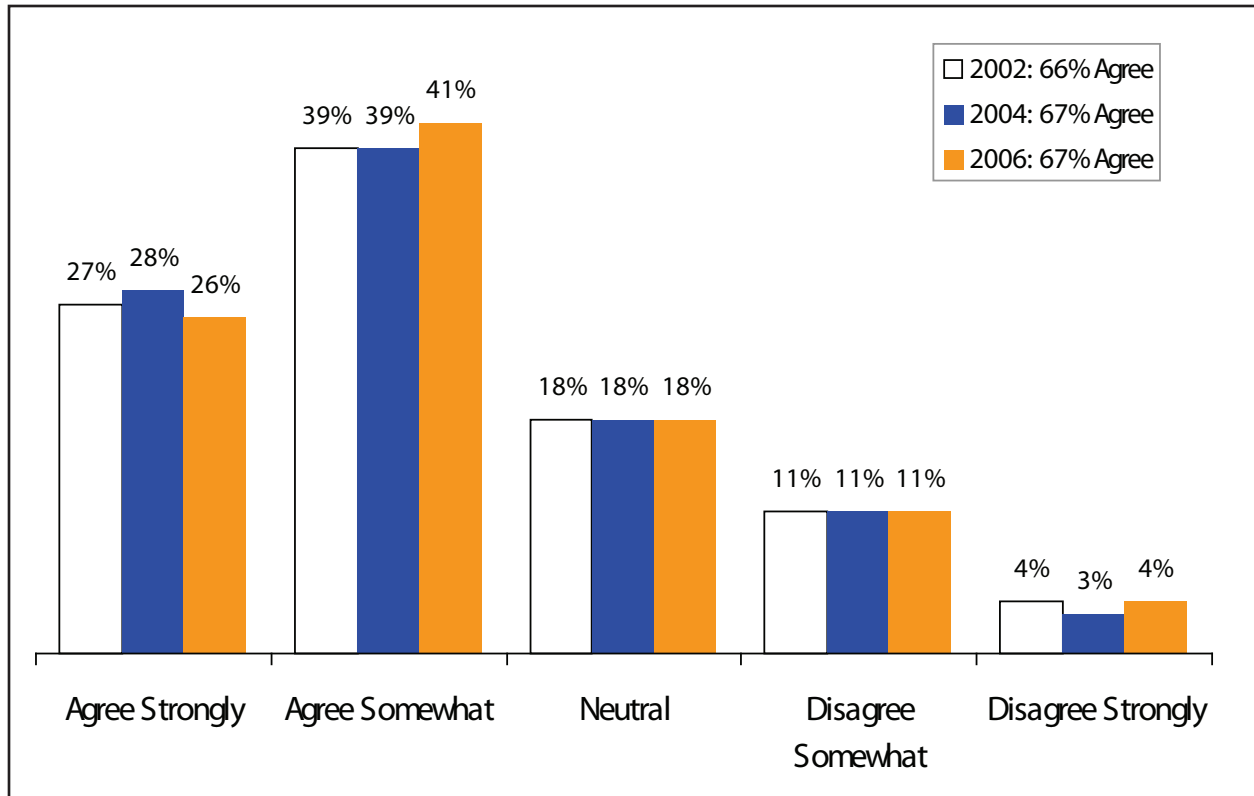
Pride in BART spans all time periods. Weekend customers are slightly more likely to recommend BART than weekday peak and off-peak riders.



## PERCEPTION OF BART AS GOOD VALUE - TRENDING

(2002 / 2004 / 2006 Comparison)

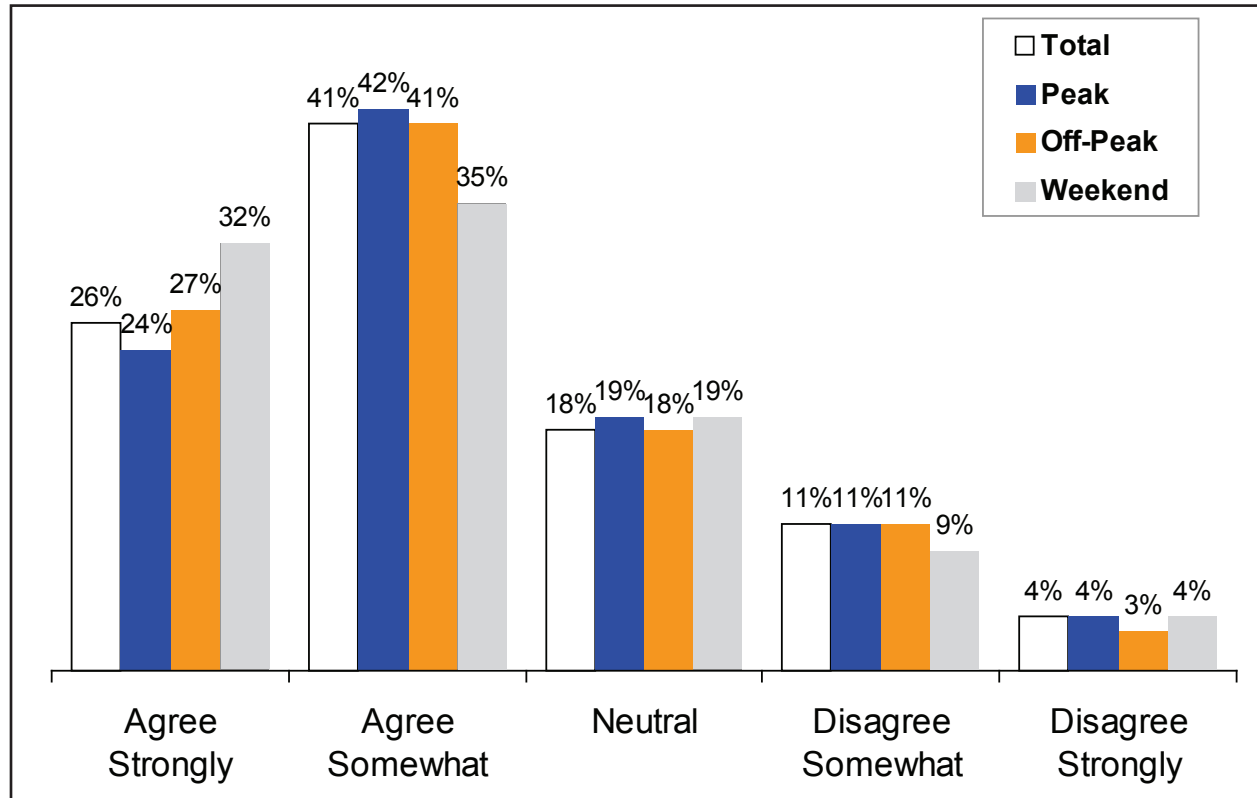
While BART continues to be seen as a good value by some two-thirds of the riders, there is a slight decline in the top box rating.



## 2006 PERCEPTION OF BART AS GOOD VALUE

(Peak / Off-peak / Weekend Comparison)

More weekend riders strongly agree that BART is a good value for the money as compared to weekday peak or off-peak customers.



## SPECIFIC SERVICE CHARACTERISTICS

In the 2006 survey, customers continue to rate BART on 44 specific service characteristics. The chart on the opposite page shows mean (average) ratings for each of these 44 service characteristics. Items appearing towards the top of the chart are rated highest, while items appearing at the bottom are rated lowest. The average rating (on a scale from 1=Poor to 7=Excellent) is shown next to the bar for each item. Given the large sample sizes, mean ratings are generally accurate to within  $\pm 0.04$  at a 95% confidence level.

BART received the highest marks on:

- Availability of maps and schedules
- Enforcement of no smoking policy
- On-time performance of trains
- BART.gov website
- Access for people with disabilities
- Reliability of faregates
- Reliability of ticket vending machines
- Timeliness of connections between BART trains
- Length of lines at exit gates

The lowest ratings were recorded for:

- Restroom cleanliness
- Presence of BART Police on trains
- Presence of BART Police in parking lots
- Train interior cleanliness
- Clarity of public address announcements
- Noise level on trains
- Condition / cleanliness of windows on train
- Availability of car parking

***For a chart showing the percentage results please see Appendix D in this report.***



## 2006 RATING OF SPECIFIC SERVICE CHARACTERISTICS

Mean Rating (7 point scale)

Maps and schedules availability	5.73
No smoking policy enforcement	5.68
On-time performance	5.58
Bart.gov website	5.52
Disability access	5.44
Reliability of faregates	5.44
Ticket vending machines reliability	5.37
Timely connection between trains	5.36
Length of lines at exit gates	5.32
Signage	5.23
Frequency of service	5.20
Information on service disruptions	5.19
Hours of operation	5.15
Train interior kept free of graffiti	5.11
Stations kept free of graffiti	5.08
Comfort of seats on trains	5.04
Temperature aboard trains	5.03
Availability of bicycle parking	5.02
BART personnel helpful and courteous	5.01
Lighting in parking lots	4.99
Overall station condition	4.97
Fare evasion enforcement	4.93
Personal security on BART	4.89
Timely bus connections	4.85
Escalator availability & reliability	4.85
Elevator availability & reliability	4.84
Station agent availability	4.84
Leadership solving regional trans pblms	4.79
Availability of seats on trains	4.79
Appearance of train exterior	4.76
Station cleanliness	4.69
Appearance of landscaping	4.64
Ticket refund process	4.60
No eating & drinking enforcement	4.58
Elevator cleanliness	4.52
BART Police presence in stations	4.48
Availability of car parking	4.46
Train windows conditions/ cleanliness	4.46
Noise level on trains	4.39
Clarity of P.A. announcements	4.35
Train interior cleanliness	4.33
Presence of BART Police in parking lots	4.18
BART Police presence on trains	3.98
Restroom cleanliness	3.92

## SERVICE CHARACTERISTICS RATING CHANGES

The chart on the following page shows the percent change in the mean rating from 2004 to 2006.

Declines in the mean score were exhibited on 42 of the 44 attributes. Of the 42 attributes which decreased, 30 were statistically significant declines. The most significant declines (over 3.5%) and possible causes are:

- **Cleanliness** - 5 of the 6 factors with the greatest declines in ratings relate to customers perceptions of cleanliness of the trains and at the stations. These factors are
  - **Train interior cleanliness**
  - **Restroom cleanliness**
  - **Condition / cleanliness of windows on train**
  - **Station cleanliness**
  - **Appearance of train exterior**

Most of these declines reflect four consecutive years of budget cuts resulting in a reduction in 58 cleaning staff positions. The impact of this reduction was compounded by an increase in the number of stations to be cleaned and the continuing aging of the car fleet. A 10% increase in ridership since 2004 added to the demands placed on the cleaning staff.

The decline in the **Appearance of train exterior** rating can be attributed to the successful construction of new car washers at Hayward, Richmond and Daly City. As a result, the Concord car fleet compared unfavorably with the appearance of all the other fleets operating from yards with new car washers. The Concord cars are now getting the new cleaning treatment at Daly City, but this change was made after the survey was completed.

- **Noise level on trains** – The current rail grinder is in need of overhaul and continues to be subject to periodic breakdowns. BART is in the process of purchasing a new rail grinder. When the new rail grinder arrives, the old grinder will be rebuilt. This will increase rail grinding reliability and capacity. Rail grinding is the best proven method to control rail/wheel noise.
- **Availability of car parking** – Increasing ridership results in an increase in the demand for parking. The further implementation of paid parking since 2004 has resulted in fewer free parking spaces.
- **Comfort of seats on trains** – Although seat covers are replaced when necessary, the cushion foam of the seats is not replaced on a regular basis. This effects the comfort of the seats. A program of routine cushion replacement will be considered as part of the FY08 budget development process.

The increases were in customer perceptions of **Elevator availability and reliability** and **Access for people with disabilities**. Neither of these changes were statistically significant.

*All differences of 0.07 or more registered as statistically significant; differences of 0.06 or 0.05 may or may not register as statistically significant (see Appendix C for details).*

## SERVICE RATING PERCENTAGE CHANGES

2006 vs. 2004 comparisons

<i>Service Characteristic</i>	<i>% change (mean)^</i>
Train interior cleanliness	-6.9%
Noise level on trains	-5.0%
Restroom cleanliness	-4.4%
Condition / cleanliness of windows on train	-4.3%
Appearance of train exterior	-4.0%
Station cleanliness	-3.9%
Availability of car parking	-3.7%
Comfort of seats on trains	-3.6%
Clarity of public address announcements	-3.5%
Overall condition / state of repair	-2.9%
Appearance of landscaping	-2.7%
Elevator cleanliness	-2.6%
Stations kept free of graffiti	-2.5%
Train interior kept free of graffiti	-2.5%
Hours of operation	-2.5%
Availability of seats on trains	-2.4%
Signs with transfer / platform / exit directions	-2.2%
Enforcement of no eating or drinking policy	-2.1%
Frequency of train service	-2.1%
Escalator availability and reliability	-2.0%
Comfortable temperature aboard trains	-1.8%
Process for receiving ticket refunds	-1.7%
Timeliness of connections w/ buses	-1.6%
Personal security in BART system	-1.6%
Timely information about service disruptions	-1.5%
Leadership in solving transportation issues	-1.4%
Lighting in parking lots	-1.4%
Enforcement against fare evasion	-1.2%
Presence of BART Police in parking lots	-1.2%
Length of lines at exit gates	-1.1%
Availability of bicycle parking	-1.0%
On-time performance of trains	-0.9%
Presence of BART Police in stations	-0.9%
Availability of maps and schedules	-0.9%
Helpfulness and courtesy of BART personnel	-0.8%
Reliability of ticket vending machines	-0.7%
Enforcement of no smoking policy	-0.7%
Reliability of faregates	-0.5%
Presence of BART Police on trains	-0.5%
BART.gov website	-0.4%
Availability of Station Agents	-0.2%
Timeliness of connections b/t BART trains	-0.2%
Elevator availability and reliability	+0.4%
Access for people with disabilities	+1.1%

^The % change (mean) was calculated by dividing the 2004 mean rating by the change in the mean between 2006 and 2004. For example, on the train interior cleanliness rating, the 2006 rating was 4.33; the 2004 rating was 4.65. The difference between these two mean ratings is -0.32. So the calculation for the above table was -0.32 divided by 4.65 = -6.9%.

## QUADRANT ANALYSIS

The chart on the opposite page (titled “Quadrant Chart”) is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer perspective (using the vertical axis), and shows the average customer rating for each characteristic (using the horizontal axis). For a more detailed description of how this chart is derived, see Appendix G.

Two vertical axis are shown, one a solid line and the other a dashed line. The solid vertical axis crosses the horizontal axis at the average (mean) performance rating from the benchmark survey in 1996. This vertical axis has remained in this location in all subsequent surveys so that Quadrant Charts can easily be compared year-to-year.

The “Target Issues” quadrant identifies those service characteristics which appear to be most important, but which are rated relatively low by BART riders. Based on the vertical axis used since 1996 (solid line), just two target issues remain:

- Car interior cleanliness
- Ticket refund process

The fact that these are the same Target Issues that were identified in 2004 (See 2004 Quadrant Chart on the page following the 2006 chart) reveals a halt in the steady improvement noted since 1998. In 1998, 16 service characteristics, fell into the Target Issues quadrant. This was reduced to 12 Target Issues in 2000 and 8 in 2002.

Given that only two items remain in the Target Issues Quadrant, the District may want to consider “raising the bar” and resetting the vertical axis to the average (mean) performance level in 2006, which is 4.9. This is represented by the dashed line in the quadrant chart. This would result in six additional service characteristics that BART may wish to target in the future:

- Leadership in transportation
- Seat availability
- Station agent availability
- Bus transfers
- Escalator availability and reliability
- Personal security in the BART system

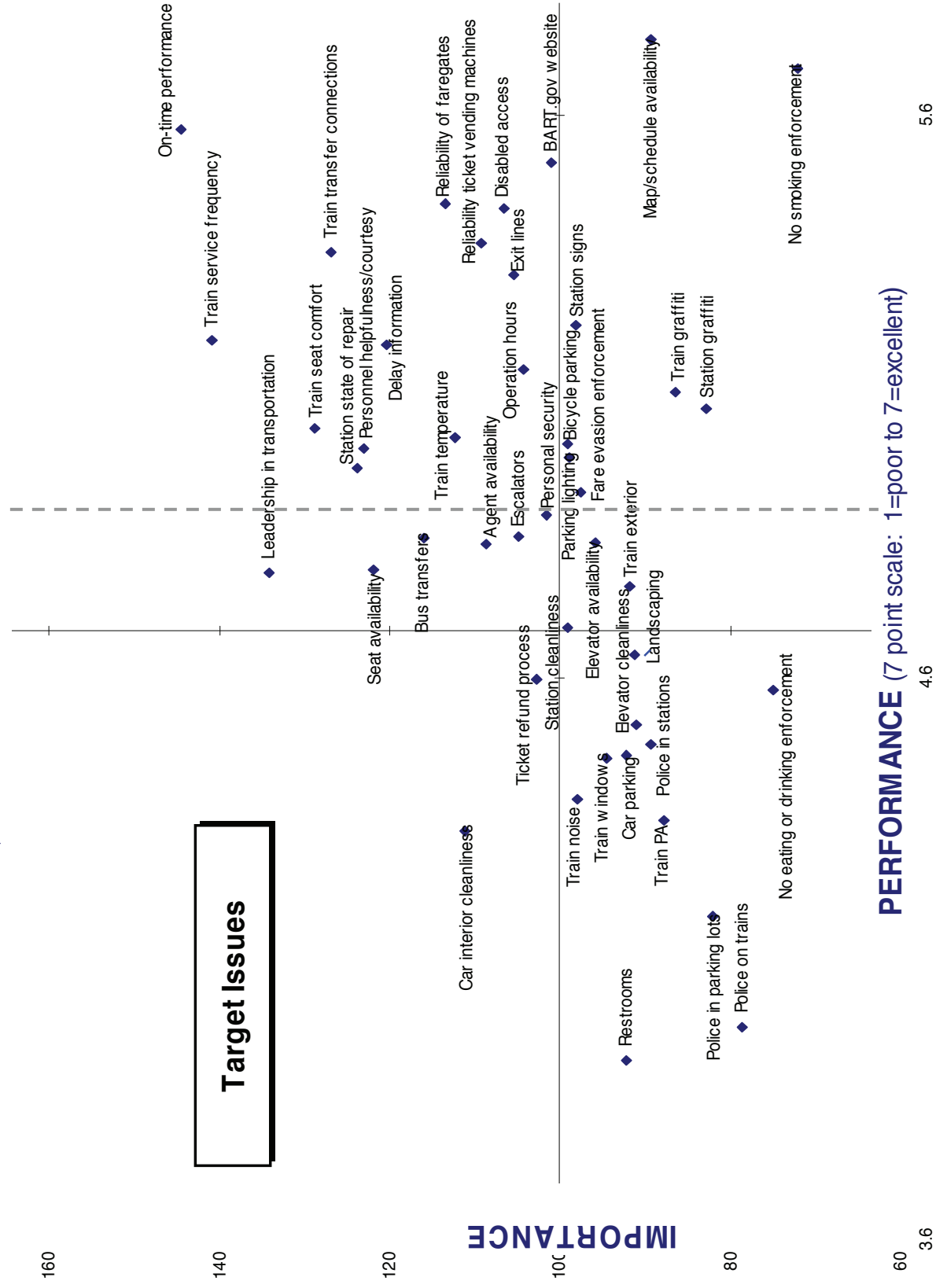
Whether these additional issues can be targeted is a question of resources and tradeoffs. Addressing the cleaning and ticket refund issues, while maintaining the performance of the items in the top right quadrant will require significant resources and resolve given current fiscal challenges.

**Notes:**

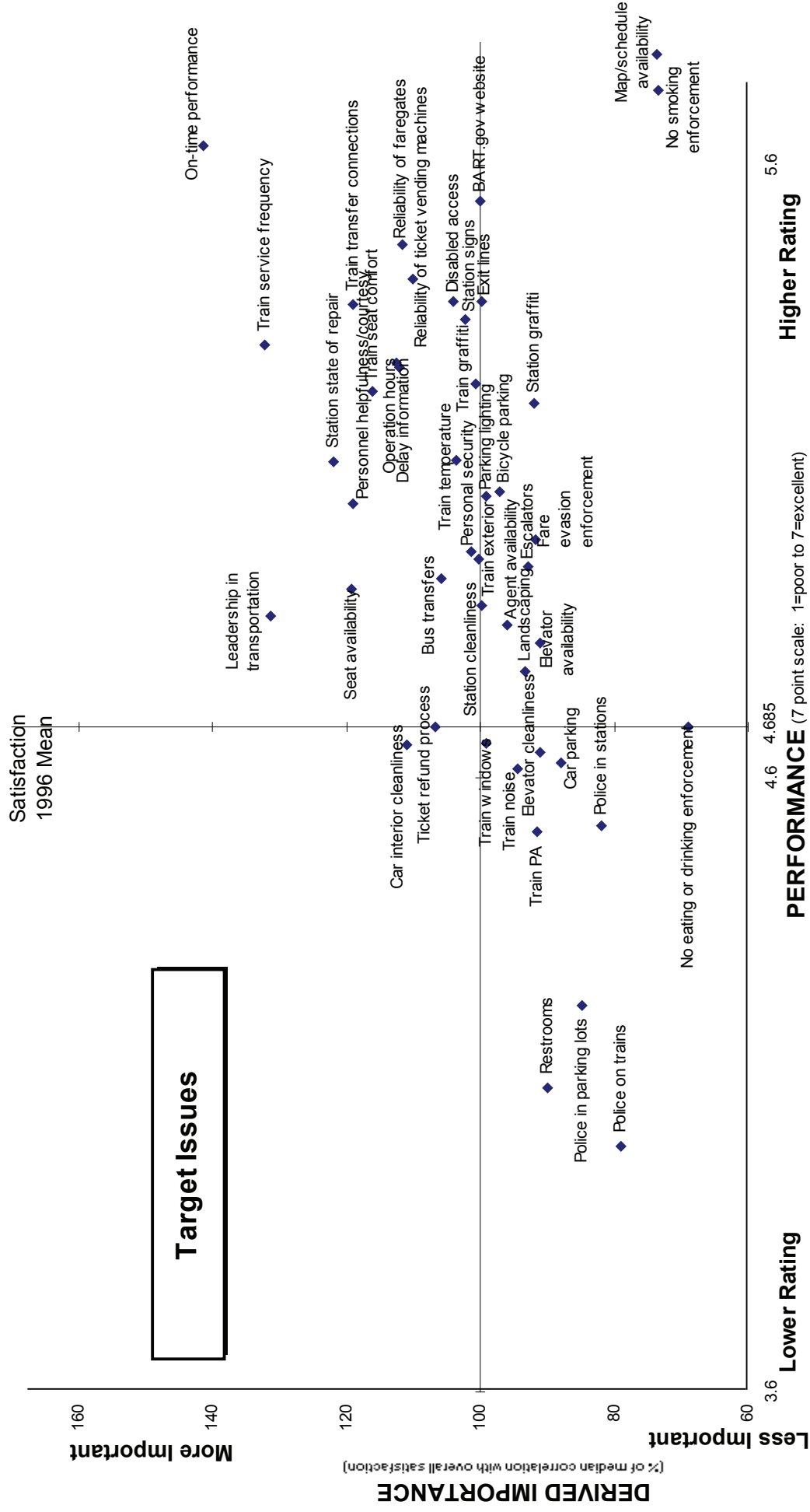
- **Solid vertical axis:** This axis based on using a mean statistic of 4.685 - the average mean score of all the attributes for the 1996 benchmark study.

- **Dashed vertical axis:** This secondary axis based on using a mean statistic of 4.899 - the average mean score of all the attributes for the current 2006 study.

# Quadrant Chart 2006



# Quadrant Chart 2004



## SATISFACTION TRENDS

The chart below shows the overall satisfaction ratings recorded since the first BART Customer Satisfaction Survey in 1996. The chart is further annotated to show some significant factors impacting customer perceptions and use of BART.

In 1996, 80% of customers were satisfied with BART. Two years later customer satisfaction had dropped to a low of 74%. The events most likely to have influenced customer satisfaction, which took place in between the two surveys, were a large fare increase, a work stoppage and the opening of East Bay extensions. Also, the disruptive effects of the renovation program construction began to be felt during this period. Customer satisfaction is likely to suffer at the beginning of a renovation program, because service is impacted as cars, escalators and elevators are taken off-line.

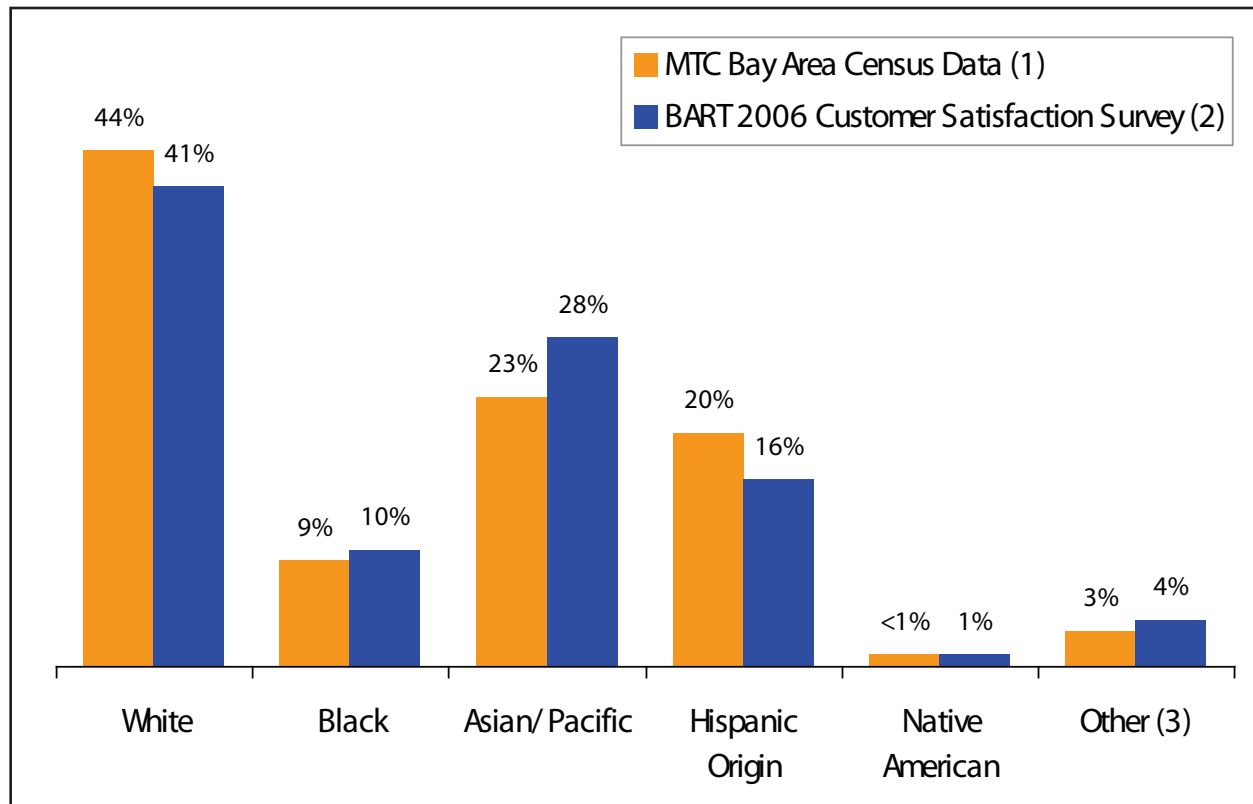
By 2002 customer satisfaction was back up to 80% and in 2004 BART registered an all time high rating of 86%. The negative impact of two small fare increases between the 2002 and 2004 surveys was offset by other factors. These include the opening of the extension to San Francisco airport, the introduction of permit parking and the completion of the renovation program.

The current survey reflects residual effects of the improvements. Other factors in the 2004 to 2006 time period are: a third small fare increase, a labor settlement without a work stoppage, and staffing reductions due to budget constraints.



## BART CUSTOMER ETHNICITY COMPARED TO REGIONAL CENSUS DATA

BART customer race and ethnicities mirror the diversity of the Bay Area Region.



Sources:

MTC Bay Area Census tables containing the 2005 American Community Survey (ACS) Estimates

BART 2006 Customer Satisfaction Survey

Notes:

1) Includes data for 4 counties only – Alameda, Contra Costa, San Francisco, and San Mateo. The US Census (ACS) ethnicity percentages are based on persons who indicate a single race/ethnicity identity and are “Not Hispanic or Latino”.

2) The BART percentages use the Census definition. The Hispanic Origin percentages are based on individuals who indicate “yes” to the Spanish/Hispanic ancestry question alone or in combination with a positive response to any other race categories.

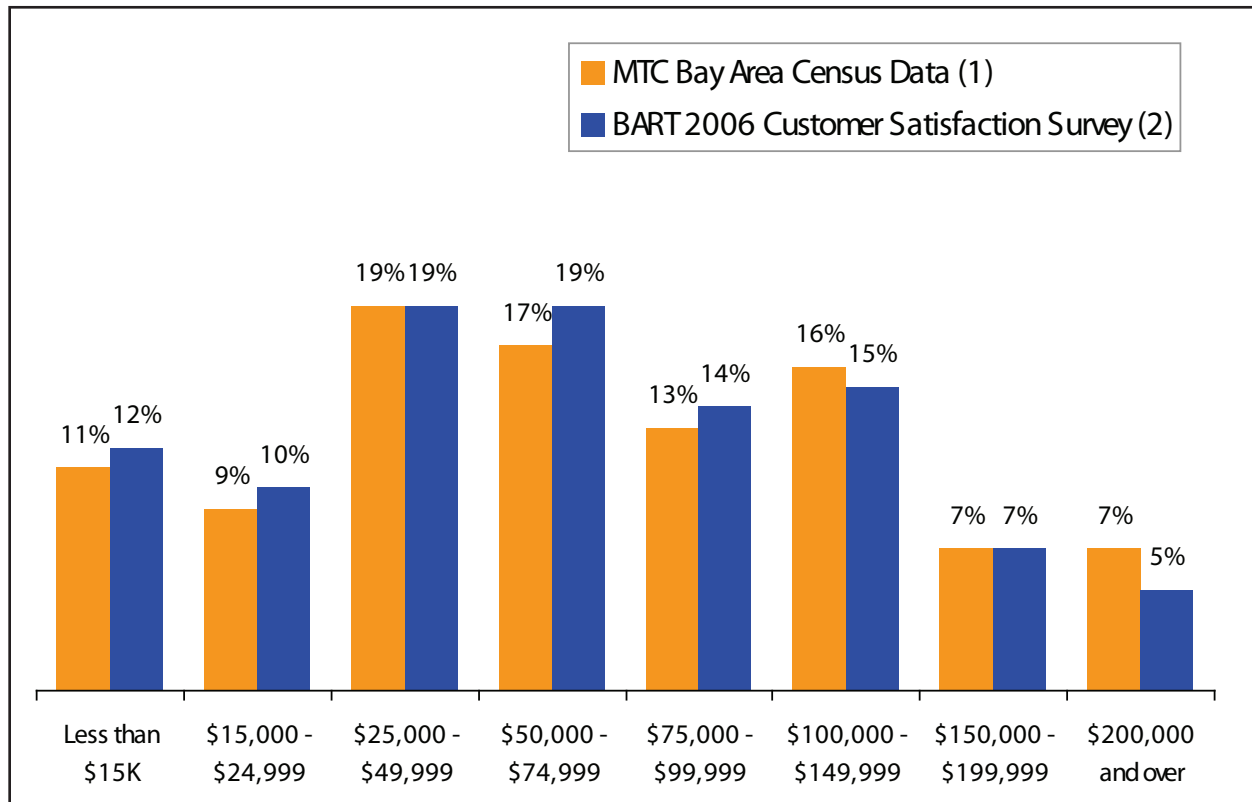
3) All other and multiple race responses, excluding Hispanic, are included in the “Other” category.

Totals may not add up to 100% due to rounding.



## BART CUSTOMER INCOMES COMPARED TO REGIONAL CENSUS DATA

BART customer incomes track closely to regional household income distribution.



### Sources:

U.S. Census Bureau - 2005 American Community Survey (ACS) – Universe: Households by county

BART 2006 Customer Satisfaction Survey

### Notes:

1) Includes data for 4 counties only – Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-responses by weighting at the tract-level.

2) The BART distribution is based on 5,645 actual responses. 8% did not respond to this question.

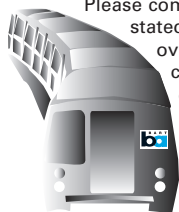
Totals may not add up to 100% due to rounding.



## Appendix A: QUESTIONNAIRE



## BART SURVEY & CONTEST



September 2006

Please complete this survey. Unless otherwise stated, your answers should refer to your overall BART experience. Please hand completed survey back to the survey coordinator. If necessary, you can also mail the survey to:

BART, Marketing and  
Research Department  
P.O. Box 12688,  
Oakland, CA 94604-2688.



### GRAND PRIZE: Trip to Maui

4-night trip to Maui, including air transportation and lodging for two at **Castle Kamaole Sands**, courtesy of **Aloha Airlines** and **Castle Resorts & Hotels**. Other prizes include BART tickets and souvenirs.

#### USAGE OF BART

1. Which BART station did you enter before boarding this train?

\_\_\_\_\_  
(Entry Station) (11-12)

2. What time did you enter the BART system for this trip?

- |  |  |      |
|--|--|------|
| <b>AM</b>                                | <b>PM</b>                                |      |
| 1 <input type="checkbox"/> Before 6am    | 4 <input type="checkbox"/> 12 noon - 4pm | (13) |
| 2 <input type="checkbox"/> 6am - 9am     | 5 <input type="checkbox"/> 4pm - 7pm     |      |
| 3 <input type="checkbox"/> 9am - 12 noon | 6 <input type="checkbox"/> After 7pm     |      |

3. At which BART station will you exit the system?

\_\_\_\_\_  
(Exit Station) (14-15)

4. Are you transferring between BART trains on this trip?

- 1 ☐ No 2 ☐ Yes (16)

5. What is the purpose of this trip? (check one)

- |   |   |         |
|---|---|---------|
| 1 <input type="checkbox"/> Commute to/from work | 6 <input type="checkbox"/> Medical/Dental     | (17-18) |
| 2 <input type="checkbox"/> School               | 7 <input type="checkbox"/> Shopping           |         |
| 3 <input type="checkbox"/> Airport              | 8 <input type="checkbox"/> Restaurant         |         |
| 4 <input type="checkbox"/> Sports event         | 9 <input type="checkbox"/> Theater or Concert |         |
| 5 <input type="checkbox"/> Visit friends/family | 0 <input type="checkbox"/> Other: _____       |         |

6. What other type of transportation could you have used instead of BART for your trip today? (Check your one best option)

- |   |   |      |
|---|---|------|
| 1 <input type="checkbox"/> BART is my only option               | 4 <input type="checkbox"/> Carpool      |      |
| 2 <input type="checkbox"/> Bus or other transit                 | 5 <input type="checkbox"/> Other: _____ |      |
| 3 <input type="checkbox"/> Drive alone to my destination & park |   | (19) |

7. How did you travel between home and BART today?

- |   |      |
|---|------|
| 1 <input type="checkbox"/> Walked       | (20) |
| 2 <input type="checkbox"/> Bicycle      |      |
| 3 <input type="checkbox"/> Bus/Transit  |      |
| 4 <input type="checkbox"/> Drove alone  |      |
| 5 <input type="checkbox"/> Carpooled    |      |
| 6 <input type="checkbox"/> Dropped off  |      |
| 7 <input type="checkbox"/> Other: _____ |      |

8. Where did you park? (21)

- 1 ☐ In BART lot  
2 ☐ Off-site

9. What fee, if any, did you pay? (22)

- 1 ☐ No fee  
2 ☐ Hourly fee  
3 ☐ Daily fee  
4 ☐ Monthly fee

10. How long have you been riding BART?

- |  |      |
|--|------|
| 1 <input type="checkbox"/> 6 months or less                        | (23) |
| 2 <input type="checkbox"/> More than 6 months but less than 1 year |      |
| 3 <input type="checkbox"/> 1 - 2 years                             |      |
| 4 <input type="checkbox"/> 3 - 5 years                             |      |
| 5 <input type="checkbox"/> More than 5 years                       |      |

11. How often do you CURRENTLY ride BART? (check one)

- |   |         |
|---|---------|
| 1 <input type="checkbox"/> 6 - 7 days a week      | (24)    |
| 2 <input type="checkbox"/> 5 days a week          |         |
| 3 <input type="checkbox"/> 3 - 4 days a week      |         |
| 4 <input type="checkbox"/> 1 - 2 days a week      | (25-26) |
| 5 <input type="checkbox"/> 1 - 3 days a month     |         |
| 6 <input type="checkbox"/> less than once a month |         |

about how many  
times a year? \_\_\_\_\_

#### OPINION OF BART

12. Overall, how satisfied are you with the services provided by BART?

- |  |      |
|--|------|
| 5 <input type="checkbox"/> Very Satisfied        | (27) |
| 4 <input type="checkbox"/> Somewhat Satisfied    |      |
| 3 <input type="checkbox"/> Neutral               |      |
| 2 <input type="checkbox"/> Somewhat Dissatisfied |      |
| 1 <input type="checkbox"/> Very Dissatisfied     |      |

13. Would you recommend using BART to a friend or out-of-town guest?

- |   |      |
|---|------|
| 5 <input type="checkbox"/> Definitely         | (28) |
| 4 <input type="checkbox"/> Probably           |      |
| 3 <input type="checkbox"/> Might or might not |      |
| 2 <input type="checkbox"/> Probably not       |      |
| 1 <input type="checkbox"/> Definitely not     |      |

14. To what extent do you agree with the following statement: "BART is a good value for the money."

- |  |      |
|--|------|
| 5 <input type="checkbox"/> Agree Strongly    | (29) |
| 4 <input type="checkbox"/> Agree Somewhat    |      |
| 3 <input type="checkbox"/> Neutral           |      |
| 2 <input type="checkbox"/> Disagree Somewhat |      |
| 1 <input type="checkbox"/> Disagree Strongly |      |

#### ABOUT YOURSELF

15. After you boarded the train for this trip, did you stand because seating was unavailable?

- 1 ☐ No 2 ☐ Yes (30)

How long did you stand?

- |   |   |      |
|---|---|------|
| 1 <input type="checkbox"/> For whole trip   | 3 <input type="checkbox"/> For small part of trip | (31) |
| 2 <input type="checkbox"/> For most of trip |   |      |

16. Ethnicity (please answer both of these questions):

- a. Are you Spanish, Hispanic or Latino? 1 ☐ No 2 ☐ Yes (32)

- b. What is your race or ethnic identification?

(check one or more)

- |  |   |      |
|--|---|------|
| 1 <input type="checkbox"/> White                     | 4 <input type="checkbox"/> American Indian or Alaska Native | (33) |
| 2 <input type="checkbox"/> Black/African American    |   |      |
| 3 <input type="checkbox"/> Asian or Pacific Islander | 5 <input type="checkbox"/> Other: _____                     |      |

(Categories are consistent with the U.S. Census)

17. Gender: 1 ☐ Male 2 ☐ Female (34)

18. Do you currently use discounted tickets?

- 1 ☐ No 2 ☐ Yes (35)

Which ticket? (check one)

- |  |   |      |
|--|---|------|
| 1 <input type="checkbox"/> Child (Red)               | 6 <input type="checkbox"/> BART Plus      | (36) |
| 2 <input type="checkbox"/> Senior (Green)            | 7 <input type="checkbox"/> Muni Fast Pass |      |
| 3 <input type="checkbox"/> Student (Orange)          | 8 <input type="checkbox"/> Other: _____   |      |
| 4 <input type="checkbox"/> High Value (\$48 or \$64) |   |      |
| 5 <input type="checkbox"/> Disabled (Red)            |   |      |

19. Age: 1 ☐ 12 or younger

- 5 ☐ 35 - 44 (37)

- 2 ☐ 13 - 17

- 6 ☐ 45 - 64

- 3 ☐ 18 - 24

- 7 ☐ 65 and older

- 4 ☐ 25 - 34

20. What is the total annual income of your household before taxes?

- |  |  |      |
|--|--|------|
| 1 <input type="checkbox"/> Under \$15,000      | 5 <input type="checkbox"/> \$75,000 - \$99,999   | (38) |
| 2 <input type="checkbox"/> \$15,000 - \$24,999 | 6 <input type="checkbox"/> \$100,000 - \$149,999 |      |
| 3 <input type="checkbox"/> \$25,000 - \$49,999 | 7 <input type="checkbox"/> \$150,000 - \$199,999 |      |
| 4 <input type="checkbox"/> \$50,000 - \$74,999 | 8 <input type="checkbox"/> \$200,000 and over    |      |

union bug



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OVER →

## RATING BART

21. Help us improve service. Please rate BART on each of the following characteristics. "7" (excellent) is the highest rating you can give. "1" (poor) is the lowest rating you can give. Of course, you can use any number in between. Skip only categories that do not apply to you.

### OVERALL RATING

OVERALL RATING	POOR							EXCELLENT
On-time performance of trains	1	2	3	4	5	6	7	(39)
Hours of operation	1	2	3	4	5	6	7	
Frequency of train service	1	2	3	4	5	6	7	
Availability of maps and schedules	1	2	3	4	5	6	7	
Timely information about service disruptions	1	2	3	4	5	6	7	(56)
Timeliness of connections between BART trains	1	2	3	4	5	6	7	
Timeliness of connections with buses	1	2	3	4	5	6	7	
Availability of car parking	1	2	3	4	5	6	7	
Availability of bicycle parking	1	2	3	4	5	6	7	
Lighting in parking lots	1	2	3	4	5	6	7	
Helpfulness and courtesy of BART personnel	1	2	3	4	5	6	7	
Access for people with disabilities	1	2	3	4	5	6	7	
Enforcement against fare evasion	1	2	3	4	5	6	7	
Enforcement of no smoking policy	1	2	3	4	5	6	7	
Enforcement of no eating and drinking policy	1	2	3	4	5	6	7	
Personal security in the BART system	1	2	3	4	5	6	7	
Leadership in solving regional transportation problems	1	2	3	4	5	6	7	
Bart.gov website	1	2	3	4	5	6	7	

### BART STATION RATING

Length of lines at exit gates	1	2	3	4	5	6	7	(57)
Reliability of ticket vending machines	1	2	3	4	5	6	7	
Reliability of faregates	1	2	3	4	5	6	7	
Process for receiving ticket refunds	1	2	3	4	5	6	7	
Escalator availability and reliability	1	2	3	4	5	6	7	
Elevator availability and reliability	1	2	3	4	5	6	7	
Presence of BART Police in stations	1	2	3	4	5	6	7	
Presence of BART Police in parking lots	1	2	3	4	5	6	7	
Availability of Station Agents	1	2	3	4	5	6	7	
Appearance of landscaping	1	2	3	4	5	6	7	
Stations kept free of graffiti	1	2	3	4	5	6	7	
Station cleanliness	1	2	3	4	5	6	7	
Restroom cleanliness	1	2	3	4	5	6	7	
Elevator cleanliness	1	2	3	4	5	6	7	
Signs with transfer / platform / exit directions	1	2	3	4	5	6	7	
Overall condition / state of repair	1	2	3	4	5	6	7	(72)

### BART TRAIN RATING

Availability of seats on trains	1	2	3	4	5	6	7	(73)
Comfort of seats on trains	1	2	3	4	5	6	7	
Comfortable temperature aboard trains	1	2	3	4	5	6	7	
Noise level on trains	1	2	3	4	5	6	7	
Clarity of public address announcements	1	2	3	4	5	6	7	
Presence of BART Police on trains	1	2	3	4	5	6	7	
Appearance of train exterior	1	2	3	4	5	6	7	
Condition / cleanliness of windows on trains	1	2	3	4	5	6	7	
Train interior kept free of graffiti	1	2	3	4	5	6	7	
Train interior cleanliness	1	2	3	4	5	6	7	(82)

### BART BIKE POLICY

22. Bicycles are currently allowed on-board all BART trains except peak period trains highlighted on the BART schedule. Do you feel this policy provides adequate access for bicyclists, goes too far, or does not go far enough to accommodate bicyclists?

1 ☐ Provides adequate access    2 ☐ Goes too far    3 ☐ Does not go far enough    4 ☐ Don't know    (83)

PLEASE TELL US WHAT WE CAN DO TO SERVE YOU BETTER / OTHER COMMENTS:

---



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 **To enter the contest, enter your name and contact information below:** 

Name: \_\_\_\_\_ Home telephone number: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail address: \_\_\_\_\_

May we contact you in the future to ask your opinion about BART service? ☐ Yes ☐ No  
Would you like to sign up for MyBART, BART's free e-mail entertainment discount program? ☐ Yes ☐ No

**Contest Rules:** No purchase necessary. You may enter more than once. Any mailed entries must be received at BART headquarters by October 31, 2006. Winners will be chosen by a random drawing. Need not be present to win. Entries valid only on official survey form. Survey team members and their families and BART employees and their families are not eligible to enter. Prizes are non-transferrable and cannot be substituted for cash. All federal, state and local regulations apply. Any and all expenses not specifically mentioned are the sole responsibility of the winner, including and not limited to ground transportation, all meals, alcoholic beverages, taxes, incidentals, and gratuities. In case of minors, prizes must be accepted by parent or legal guardian. Prize winners must meet all eligibility requirements. Awarding of prizes subject to entrant verification. Grand prize trip must be taken by October 31, 2007 (subject to blackouts and availability).

OVER 

## ENCUESTA SOBRE BART &amp; CONCURSO



Por favor, complete esta encuesta. A menos que se indique lo contrario, sus respuestas se deben referir a sus experiencias generales con BART. Por favor, una vez completada, entregue la encuesta al coordinador de la encuesta. Si fuese necesario también puede enviar la encuesta a:

BART, Marketing and Research Department  
P.O. Box 12688,  
Oakland, CA 94604-2688.

Septiembre, 2006



## PRIMER PREMIO: Viaje a Maui

Un viaje de 4 noches a Maui, incluyendo transporte aéreo y alojamiento para dos personas en **Castle Kamaole Sands**, cortesía de **Aloha Airlines** y **Castle Resorts & Hotels**. Otros premios incluyen billetes y souvenirs de BART.

## USO DE BART

1. ¿En qué estación de BART entró usted antes de abordar este tren?

(Estación de entrada)

(11-12)

2. ¿A qué hora entró usted en el sistema BART para este desplazamiento?

AM

PM

- 1 ☐ Antes de las 6am  
2 ☐ 6am - 9am  
3 ☐ 9am - 12 mediodía
- 4 ☐ 12 mediodía - 4pm  
5 ☐ 4pm - 7pm  
6 ☐ Después de las 7pm

3. ¿En qué estación saldrá usted del sistema BART?

(Estación de salida)

(14-15)

4. ¿Realizará usted algún transbordo entre trenes BART durante este desplazamiento?

- 1 ☐ No 2 ☐ Sí

(16)

5. ¿Cuál es el propósito de este desplazamiento? (marque uno)

- 1 ☐ Desplazamiento al/del trabajo  
2 ☐ Escuela  
3 ☐ Aeropuerto  
4 ☐ Evento deportivo  
5 ☐ Visita a amistades/familiares
- 6 ☐ Médico/Dental  
7 ☐ Compras  
8 ☐ Restaurante  
9 ☐ Teatro o Concierto  
0 ☐ Otro: \_\_\_\_\_

(17-18)

6. ¿Qué otro tipo de transporte podría haber utilizado usted en lugar de BART para este desplazamiento? (Marque la mejor opción)

- 1 ☐ BART es mi única opción  
2 ☐ Autobús u otro transporte público  
3 ☐ Manejar solo hasta mi destino y estacionar
- 4 ☐ Viaje compartido en auto  
5 ☐ Otro: \_\_\_\_\_

(19)

7. ¿Cómo se desplazó desde su residencia hasta BART hoy?

- 1 ☐ A pie  
2 ☐ Bicicleta  
3 ☐ Autobús/Transporte público  
4 ☐ Manejé solo  
5 ☐ Viaje compartido en auto  
6 ☐ Alguien me llevó  
7 ☐ Otro: \_\_\_\_\_

8. ¿Dónde estacionó?

- 1 ☐ En el estacionamiento de BART  
2 ☐ En otro lugar

(21)

9. ¿Qué tarifa pagó usted por el estacionamiento (si es que pagó)?

- 1 ☐ No pagué tarifa  
2 ☐ Tarifa horaria  
3 ☐ Tarifa diaria  
4 ☐ Tarifa mensual

(22)

10. ¿Cuánto tiempo lleva usted usando BART?

- 1 ☐ 6 meses o menos  
2 ☐ Más de 6 meses, pero menos de 1 año  
3 ☐ 1 - 2 años  
4 ☐ 3 - 5 años  
5 ☐ Más de 5 años

(23)

11. ¿Con cuánta frecuencia usa usted BART en la ACTUALIDAD? (marque una)

- 1 ☐ 6 - 7 días a la semana  
2 ☐ 5 días a la semana  
3 ☐ 3 - 4 días a la semana  
4 ☐ 1 - 2 días a la semana  
5 ☐ 1 - 3 días al mes  
6 ☐ menos de 1 vez al mes

(24)

¿aproximadamente cuántas veces al año? \_\_\_\_\_

(25-26)

## OPINIÓN SOBRE BART

12. En general, ¿cuán satisfecho se siente usted de los servicios proporcionados por BART?

- 5 ☐ Muy satisfecho  
4 ☐ Bastante satisfecho  
3 ☐ Neutral  
2 ☐ Bastante insatisfecho  
1 ☐ Muy insatisfecho

(27)

13. ¿Le recomendaría usted BART a un amigo o a un visitante a la ciudad?

- 5 ☐ Con seguridad  
4 ☐ Probablemente  
3 ☐ Quizás sí, quizás no  
2 ☐ Probablemente no  
1 ☐ Seguro que no

(28)

14. ¿En qué medida está usted de acuerdo con la siguiente afirmación: "BART proporciona un buen servicio a un precio razonable."?

- 5 ☐ Muy de acuerdo  
4 ☐ Bastante de acuerdo  
3 ☐ Neutral  
2 ☐ Bastante en desacuerdo  
1 ☐ Muy en desacuerdo

(29)

## ACERCA DE USTED

15. Después de abordar el tren para este desplazamiento, ¿se quedó de pie porque no había asientos disponibles?

- 1 ☐ No 2 ☐ Sí

(30)

¿Cuánto tiempo permaneció de pie?

- 1 ☐ Durante todo el trayecto  
2 ☐ Durante la mayor parte del trayecto  
3 ☐ Durante una pequeña parte del trayecto

(31)

16. Grupo étnico (por favor responda a ambas preguntas):

- a. ¿Es usted español, hispano o latino? 1 ☐ No 2 ☐ Sí

(32)

- b. ¿Cuál es su raza o identificación étnica?

- (marque uno o más)
- 1 ☐ Blanco  
2 ☐ Negro/Africano americano  
3 ☐ Asiático o de las Islas del Pacífico
- 4 ☐ Indio Americano o nativo de Alaska  
5 ☐ Otro: \_\_\_\_\_

(33)

(Estas categorías concuerdan con el censo de los EE.UU.)

17. Sexo: 1 ☐ Hombre 2 ☐ Mujer

(34)

18. ¿Utiliza usted en la actualidad billetes con descuento?

- 1 ☐ No 2 ☐ Sí

(35)

¿De qué billete se trata? (marque uno)

- 1 ☐ Infantil (Rojo)  
2 ☐ Anciano (Verde)  
3 ☐ Estudiante (Anaranjado)  
4 ☐ Gran valor (\$48 ó \$64)  
5 ☐ Incapacitado (Rojo)
- 6 ☐ BART Plus  
7 ☐ Muni Fast Pass  
8 ☐ Otro: \_\_\_\_\_

(36)

19. Edad: 1 ☐ 12 o menor

2 ☐ 13 - 173 ☐ 18 - 244 ☐ 25 - 345 ☐ 35 - 446 ☐ 45 - 647 ☐ 65 y mayor

(37)

20. ¿Cuáles son los ingresos anuales de su familia antes de pagar impuestos?

- 1 ☐ Menos de \$15,000  
2 ☐ \$15,000 - \$24,999  
3 ☐ \$25,000 - \$49,999  
4 ☐ \$50,000 - \$74,999
- 5 ☐ \$75,000 - \$99,999  
6 ☐ \$100,000-\$149,999  
7 ☐ \$150,000-\$199,999  
8 ☐ \$200,000 o más

(38)



Impreso en papel reciclado

CONTINUA AL DORSO →

## CALIFICANDO A BART

21. Ayúdenos a mejorar el servicio. Por favor, califique el servicio de BART en cada una de las características siguientes. "7" (excelente) es la calificación más alta que puede darle al servicio. "1" (pésimo) es la calificación más baja que puede darle al servicio. Por supuesto, puede usted usar cualquier número del 1 al 7. Deje en blanco solamente aquellas categorías que no sean pertinentes para usted.

### CALIFICACIONES GENERALES

	PÉSIMO						EXCELENTE					
	1	2	3	4	5	6	7					
Trenes puntuales, de acuerdo al horario												
Horarios de funcionamiento	1	2	3	4	5	6	7					(39)
Frecuencia del servicio de trenes	1	2	3	4	5	6	7					
Disponibilidad de mapas y horarios	1	2	3	4	5	6	7					
Información oportuna sobre interrupciones en el servicio	1	2	3	4	5	6	7					
Puntualidad de conexiones entre trenes BART	1	2	3	4	5	6	7					
Puntualidad de conexiones con autobuses	1	2	3	4	5	6	7					
Disponibilidad de estacionamiento para autos	1	2	3	4	5	6	7					
Disponibilidad de estacionamiento para bicicletas	1	2	3	4	5	6	7					
Alumbramiento de estacionamientos	1	2	3	4	5	6	7					
Ayuda y cortesía del personal de BART	1	2	3	4	5	6	7					
Acceso para personas con incapacidades	1	2	3	4	5	6	7					
Aplicación de normas contra la evasión de tarifas	1	2	3	4	5	6	7					
Aplicación de reglamento anti-tabaco	1	2	3	4	5	6	7					
Aplicación de normas que prohíben comer y beber	1	2	3	4	5	6	7					
Seguridad personal en el sistema BART	1	2	3	4	5	6	7					
Liderazgo en la solución de problemas regionales de transporte	1	2	3	4	5	6	7					
Página web Bart.gov	1	2	3	4	5	6	7					(56)

### CALIFICACIONES A ESTACIONES DE BART

	1	2	3	4	5	6	7					
Longitud de filas en las puertas de salida												(57)
Fiabilidad de las máquinas de venta de billetes	1	2	3	4	5	6	7					
Fiabilidad de las puertas de aplicación de tarifas	1	2	3	4	5	6	7					
Proceso para recibir reembolso de billetes	1	2	3	4	5	6	7					
Disponibilidad y fiabilidad de escaleras mecánicas	1	2	3	4	5	6	7					
Disponibilidad y fiabilidad de elevadores	1	2	3	4	5	6	7					
Presencia de Policía BART en las estaciones	1	2	3	4	5	6	7					
Presencia de Policía BART en los estacionamientos	1	2	3	4	5	6	7					
Disponibilidad de agentes en las estaciones	1	2	3	4	5	6	7					
Aspecto de la zona ajardinada	1	2	3	4	5	6	7					
Estaciones libres de graffiti	1	2	3	4	5	6	7					
Limpieza de las estaciones	1	2	3	4	5	6	7					
Limpieza de los baños	1	2	3	4	5	6	7					
Limpieza de los elevadores	1	2	3	4	5	6	7					
Señales de indicación de transbordos / andenes / salidas	1	2	3	4	5	6	7					
Condición general / estado de funcionamiento	1	2	3	4	5	6	7					(72)

### CALIFICACIONES A TRENES BART

	1	2	3	4	5	6	7					
Disponibilidad de asientos en los trenes												(73)
Comodidad de asientos en los trenes	1	2	3	4	5	6	7					
Temperatura confortable a bordo de los trenes	1	2	3	4	5	6	7					
Nivel de ruido en los trenes	1	2	3	4	5	6	7					
Claridad de los avisos por megafonía	1	2	3	4	5	6	7					
Presencia de Policía BART en los trenes	1	2	3	4	5	6	7					
Aspecto exterior del tren	1	2	3	4	5	6	7					
Condición / limpieza de ventanas en los trenes	1	2	3	4	5	6	7					
Interior de los trenes libre de graffiti	1	2	3	4	5	6	7					
Limpieza del interior de los trenes	1	2	3	4	5	6	7					(82)

### REGLAMENTO BART SOBRE BICICLETAS

22. En la actualidad se permiten las bicicletas a bordo de todos los trenes BART excepto durante las horas punta, cuyos horarios están señalados en los horarios de BART. ¿Opina usted que este reglamento les proporciona acceso adecuado a los ciclistas, va demasiado lejos, o no es suficiente para complacer a los ciclistas?

1 ☐ Proporciona acceso adecuado 2 ☐ Va demasiado lejos 3 ☐ Es insuficiente 4 ☐ No sé (83)

POR FAVOR DÍGANOS QUÉ PODEMOS HACER PARA PRESTARLE MEJORES SERVICIOS-OTROS COMENTARIOS :

\_\_\_\_\_

\_\_\_\_\_

 **Para participar en el concurso, anote su nombre y sus datos de contacto a continuación.** 

Nombre: \_\_\_\_\_ Número de teléfono en casa: (\_\_\_\_) \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

¿Podemos ponernos en contacto con usted en el futuro para pedirle su opinión acerca del servicio de BART?..... ☐ Sí ☐ No

¿Le gustaría inscribirse en MyBART, el programa gratuito de BART de descuentos para entretenimiento

(por correo electrónico)?..... ☐ Sí ☐ No

**Reglas del concurso:** No es necesario realizar ninguna compra. Usted puede participar más de una vez. Todas las participaciones enviadas por correo deben recibirse en la sede de BART en o antes del 31 de octubre, 2006. Los ganadores serán seleccionados al azar por sorteo. No es necesario estar presente para ganar. Solo serán válidas las participaciones del formulario oficial de la encuesta. Los componentes del equipo de la encuesta y sus familiares así como los empleados de BART y sus familiares no pueden participar. Los premios son intransferibles y no se pueden sustituir por dinero en efectivo. Se acatarán todos los reglamentos federales, estatales y locales. Todo gasto no mencionado específicamente será la total responsabilidad del ganador, incluyendo y sin limitarse a transporte terrestre, todas las comidas, bebidas alcohólicas, impuestos, gastos eventuales y propinas. En caso de menores, los premios deberán ser aceptados por el padre/la madre, o el tutor legal. Los ganadores de premios deberán cumplir todos los requisitos de elegibilidad. La entrega de premios está sujeta a la verificación de los participantes. El plazo para realizar el viaje de primer premio expira el 31 de octubre, 2007 (sujeto a fechas de veda y a disponibilidad).

CONTINUA AL DORSO →



## BART捷運地鐵意見調查和參加抽獎



請填交此意見調查。除非另有說明，你的答案應反映你的整體搭乘BART的經驗。請將調整問卷交回調查統籌。如有需要，你亦可以將調查問卷寄往下址：

BART, Marketing and  
Research Department  
P.O. Box 12688  
Oakland, CA 94604-2688

2006年9月



## 大獎：前往毛宜島 (Maui)

四晚毛宜島旅遊，包括兩人來回機票和在Castle Kamaole Sands住宿，此獎由Aloha Airlines和Castle Resorts & Hotels送出。其他獎品包括BART車票和紀念品等。

## 使用BART地鐵

1. 你在哪個BART地鐵站上車？

(上車地鐵站名稱)

(11-12)

2. 你此程上車的時間是在什麼時候？

- |                                     |                                     |      |
|-------------------------------------|-------------------------------------|------|
| 上午                                  | 下午                                  |      |
| 1. <input type="checkbox"/> 六時前     | 4. <input type="checkbox"/> 中午至下午四時 | (13) |
| 2. <input type="checkbox"/> 上午六至九時  | 5. <input type="checkbox"/> 下午四至七時  |      |
| 3. <input type="checkbox"/> 上午九時至中午 | 6. <input type="checkbox"/> 下午七時之後  |      |

3. 你將在哪个BART地鐵站下車？

(下車地鐵站名稱)

(14-15)

4. 你在此程中是否需要在中間BART站轉車？

1. ☐ 否      2. ☐ 是

(16)

5. 你乘此程的目的是什麼？(選一)

- |                                     |                                       |         |
|-------------------------------------|---------------------------------------|---------|
| 1. <input type="checkbox"/> 上 / 下班  | 6. <input type="checkbox"/> 往看醫生 / 牙醫 | (17-18) |
| 2. <input type="checkbox"/> 學校      | 7. <input type="checkbox"/> 購物        |         |
| 3. <input type="checkbox"/> 機場      | 8. <input type="checkbox"/> 餐館        |         |
| 4. <input type="checkbox"/> 體育活動    | 9. <input type="checkbox"/> 戲院或音樂會    |         |
| 5. <input type="checkbox"/> 訪友 / 家人 | 0. <input type="checkbox"/> 其他：_____  |         |

6. 今天此程，如果你不搭乘BART的話，你可以用什麼其他類型的交通？(選最適合的選擇)

- |   |                                      |
|---|--------------------------------------|
| 1. <input type="checkbox"/> BART是我唯一的選擇 | 4. <input type="checkbox"/> 與人共乘汽車   |
| 2. <input type="checkbox"/> 巴士或其他運輸工具   | 5. <input type="checkbox"/> 其他：_____ |
| 3. <input type="checkbox"/> 自己開車到目的地和停車 |                                      |

(19)

7. 你今天來往你的家和BART地鐵站用什麼方法？

1. ☐ 走路  
2. ☐ 騎單車  
3. ☐ 巴士 / 公共運輸  
4. ☐ 自己開車  
5. ☐ 與他人共乘汽車  
6. ☐ 別人開車送我到地鐵站  
7. ☐ 其他：\_\_\_\_\_

(20)

8. 你在什麼地方停泊汽車？

1. ☐ 在BART的停車場內  
2. ☐ 其他地方

(21)

9. 你付的是什麼類型的停車費？

1. ☐ 無須付費  
2. ☐ 每小時計停車費  
3. ☐ 每天計停車費  
4. ☐ 每月計停車費

(22)

10. 你搭乘BART地鐵已有多久？

1. ☐ 不足六個月  
2. ☐ 超過六個月，但少於一年  
3. ☐ 1-2年  
4. ☐ 3-5年  
5. ☐ 超過5年

(23)

11. 你目前搭乘BART地鐵的次數是多少？(選一)

1. ☐ 一星期六至七天  
2. ☐ 一星期五天  
3. ☐ 一星期三至四天  
4. ☐ 一星期一至兩天  
5. ☐ 一星期一至三天  
6. ☐ 每個月不足一次

(24)

(25-26)

一年約多少次？\_\_\_\_\_

## 對BART的意見

12. 整體來說，你對BART提供的服務滿意程度有多大？

5. ☐ 十分滿意  
4. ☐ 頗為滿意  
3. ☐ 中立  
2. ☐ 頗不滿意  
1. ☐ 十分不滿意

(27)

13. 你會不會向來自其他地方的朋友或客人推薦乘坐BART地鐵？

5. ☐ 肯定會  
4. ☐ 大有可能會  
3. ☐ 可能會或不會  
2. ☐ 大有可能不會  
1. ☐ 肯定不會

(28)

14. 你對以下的講法同意程度有多大：「搭乘BART地鐵，物有所值。」

5. ☐ 十分同意  
4. ☐ 頗為同意  
3. ☐ 中立  
2. ☐ 頗不同意  
1. ☐ 十分不同意

(29)

## 關於你自己

15. 此程在上車之後，你是否因為無座位而需要站立？

1. ☐ 否      2. ☐ 是

(30)

你要站立多久？

1. ☐ 全程  
2. ☐ 車程大部份時間  
3. ☐ 車程小部份時間

(31)

16. 族裔 (請回答此題的兩個問題)

- a. 你是否西班牙裔或拉丁裔？ 1. ☐ 是    2. ☐ 否 (32)  
b. 你屬於哪個種族或族裔？(選一或以上)  
1. ☐ 白人      4. ☐ 美國印第安裔或阿拉斯加裔 (33)  
2. ☐ 黑人 / 非裔      5. ☐ 其他：\_\_\_\_\_  
3. ☐ 亞裔或太平洋裔

(此族裔類別與美國人口普查相同)

17. 性別： 1. ☐ 男    2. ☐ 女

(34)

18. 你目前是否有使折扣車票？

1. ☐ 否      2. ☐ 是

(35)

哪類折扣車票？

- |   |  |      |
|---|--|------|
| 1. <input type="checkbox"/> 兒童票 (紅色)        | 5. <input type="checkbox"/> 傷殘人士票 (紅色)       | (36) |
| 2. <input type="checkbox"/> 耆英票 (綠色)        | 6. <input type="checkbox"/> BART Plus        |      |
| 3. <input type="checkbox"/> 學生票 (黃色)        | 7. <input type="checkbox"/> Muni Fast Pass月票 |      |
| 4. <input type="checkbox"/> 超值票 (\$48或\$64) | 8. <input type="checkbox"/> 其他：_____         |      |

19. 年齡：

- |                                    |                                   |      |
|------------------------------------|-----------------------------------|------|
| 1. <input type="checkbox"/> 12歲或以下 | 5. <input type="checkbox"/> 35-44 | (37) |
| 2. <input type="checkbox"/> 13-17  | 6. <input type="checkbox"/> 45-64 |      |
| 3. <input type="checkbox"/> 18-24  | 7. <input type="checkbox"/> 65或以上 |      |
| 4. <input type="checkbox"/> 25-34  |                                   |      |

20. 府上全家每年總收入未扣稅前是多少？

- |   |   |      |
|---|---|------|
| 1. <input type="checkbox"/> \$15,000以下        | 5. <input type="checkbox"/> \$75,000-\$99,999   | (38) |
| 2. <input type="checkbox"/> \$15,000-\$24,999 | 6. <input type="checkbox"/> \$100,000-\$149,999 |      |
| 3. <input type="checkbox"/> \$25,000-\$49,999 | 7. <input type="checkbox"/> \$150,000-\$199,999 |      |
| 4. <input type="checkbox"/> \$50,000-\$74,999 | 8. <input type="checkbox"/> \$200,000或以上        |      |



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**BART服務評分**

21. 請幫助我們改善服務。請就BART以下的每個項目予以評分。「7」(卓越)是最高分。「1」(差勁)是最低分。當然,你可以選用中間的任何分數。請跳過不適用於你的項目。

整體評分	差						卓越
準時	1	2	3	4	5	6	7 (39)
營運時間	1	2	3	4	5	6	7
班次頻密性	1	2	3	4	5	6	7
地圖和行車時間表備索	1	2	3	4	5	6	7
及時提供服務干擾的資料	1	2	3	4	5	6	7
連接BART地鐵的時間	1	2	3	4	5	6	7
連接巴士的時間	1	2	3	4	5	6	7
停車位供應	1	2	3	4	5	6	7
單車位供應	1	2	3	4	5	6	7
停車場的燈光	1	2	3	4	5	6	7
BART工作人員的幫助和禮貌	1	2	3	4	5	6	7
方便傷殘人士	1	2	3	4	5	6	7
執行不付車資之法律	1	2	3	4	5	6	7
執行不准吸煙之政策	1	2	3	4	5	6	7
執行不准在車內飲食之政策	1	2	3	4	5	6	7
在BART系統內之個人安全	1	2	3	4	5	6	7
解決地區交通問題之領導能力	1	2	3	4	5	6	7
BART的網站	1	2	3	4	5	6	7 (56)
BART地鐵站評分	差						卓越
在出口處的人龍長度	1	2	3	4	5	6	7 (57)
售票機之可靠性	1	2	3	4	5	6	7
驗票閘之可靠性	1	2	3	4	5	6	7
取回車票退款之過程	1	2	3	4	5	6	7
扶手電梯可用性和可靠性	1	2	3	4	5	6	7
升降機可用性和可靠性	1	2	3	4	5	6	7
在車站有BART警察	1	2	3	4	5	6	7
在停車場內有BART警察	1	2	3	4	5	6	7
隨時可找到車站工作人員	1	2	3	4	5	6	7
車站外觀	1	2	3	4	5	6	7
車站保持沒有塗鴉	1	2	3	4	5	6	7
車站清潔	1	2	3	4	5	6	7
洗手間清潔	1	2	3	4	5	6	7
電梯清潔	1	2	3	4	5	6	7
轉車 / 月台 / 出口指示標誌牌	1	2	3	4	5	6	7
整體情況 / 修理情況	1	2	3	4	5	6	7 (72)
BART地鐵火車評分	差						卓越
地鐵經常有座位	1	2	3	4	5	6	7 (73)
地鐵座位舒適	1	2	3	4	5	6	7
車內溫度舒適	1	2	3	4	5	6	7
車內噪音	1	2	3	4	5	6	7
公共宣佈之清楚	1	2	3	4	5	6	7
車內有BART警察	1	2	3	4	5	6	7
火車外觀	1	2	3	4	5	6	7
火車情況 / 窗口清潔	1	2	3	4	5	6	7
車內沒有塗鴉	1	2	3	4	5	6	7
車內清潔	1	2	3	4	5	6	7 (82)

**BART的單車政策**

22. 除在BART行車時間表突出的繁忙時間外,目前所有BART地鐵均准予單車搭乘。你認為此政策是否對騎單車人士提供足夠之服務,或太過份,或仍有所不足?

1. ☐ 服務足夠      2. ☐ 太過份      3. ☐ 不足夠      4. ☐ 不知道

(83)

請告訴我們可以做些什麼能為你提供更好的服務,或有什麼其他的意見:

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✿ 參加抽獎,請在下面填上你的姓名和聯絡資料。 ✿

姓名: \_\_\_\_\_ 住家電話: ( ) \_\_\_\_\_

電子郵件: \_\_\_\_\_

我們未來是否可以聯絡你徵詢你對BART服務的意見? ( ) 是 ( ) 否

你是否想登記加入MyBART, BART的免費電子郵件娛樂折扣計劃? ( ) 是 ( ) 否

參加抽獎規則: 無須作任何購買。你可以填交一份以上的抽獎券。所有抽獎券必須於2006年十月三十一日前寄到BART總部。我們將隨機的抽出得獎者。得獎者無須出席抽獎活動。只有正式調查問卷所附的抽獎券才有效。調查小組及其家人和BART的僱員及其家人均不符合參加資格。獎品不可以轉讓,亦不可以兌現。所有聯邦、州訂和本地規則適用。任何或所有沒有具體提及之支出,概由得獎者負責,包括但不限於地面交通、所有餐食、酒精飲品、稅、雜費、和小費等。如中獎者為未成年人士,必須由家長或合法監護人領獎。中獎者必須符合所有資格規定。發獎者可核對參加者身份。大獎必須於2007年十月三十一日使用(受不適用日期和可用性之限制)。

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## Appendix B: COMPLETE TABULATIONS

Note: Questions receiving 'no answer' are occasionally marked as 'NA'.

Percentages were rounded up at the .5% level (i.e. if .5% or above the percentage was rounded up, if .4% or below the percentage was rounded down). In rare instances in 2002 and 2004, when the column added to more or less than 100%, additional statistical rounding was accomplished to achieve an even 100%.



## TIME ENTERED THE BART SYSTEM FOR THIS TRIP

### 2. What time did you enter the BART system for this trip?

The following time distribution includes both weekday and weekend survey periods.

	<b>Total</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	5507	6142	6150
	%	%	%
<b>AM</b>			
Before 6am	3	3	4
6am – 9am	24	21	28
9am – 12 noon	15	16	16
<b>PM</b>			
12 noon – 4pm	14	15	13
4pm – 7pm	35	35	30
After 7pm	8	10	8
DK/NA	1	*	1
	100	100	100

\* Less than 1%

## BART STATION ENTERED AND EXITED

1. Which BART station did you enter before boarding this train?
3. At which BART station will you exit the system?

The following charts show BART stations entered by survey participants and BART stations at which they will exit.

	STATION ENTERED September 2006	STATION EXITED September 2006
BASE: (All Respondents - 6150)	%	%
<b>EAST BAY</b>	<b>52</b>	<b>48</b>
RICHMOND	1	1
EL CERRITO DEL NORTE	2	2
EL CERRITO PLAZA	1	1
EL CERRITO (unspecified)	1	*
NORTH BERKELEY	1	1
BERKELEY	4	5
ASHBY	2	2
MACARTHUR	2	2
19 <sup>TH</sup> STREET	2	2
12 <sup>TH</sup> STREET	4	4
LAKE MERRITT	2	1
FRUITVALE	2	2
COLISEUM	3	3
SAN LEANDRO	1	1
BAY FAIR	2	1
HAYWARD	1	2
SOUTH HAYWARD	1	1
UNION CITY	2	1
FREMONT	4	3
CONCORD	2	1
PLEASANT HILL	1	1
WALNUT CREEK	2	1
LAFAYETTE	1	1
ORINDA	*	1
ROCKRIDGE	1	2
WEST OAKLAND	2	1
NORTH CONCORD/MARTINEZ	1	*
OAKLAND/EAST BAY (unspecified)	*	*
CASTRO VALLEY	1	1
DUBLIN/PLEASANTON	3	2
PITTSBURG/BAY POINT	1	1

\* Less than 1%

## BART STATION ENTERED AND EXITED (continued)

	STATION ENTER September 2006	STATION EXITED September 2006
BASE: (All Respondents)	%	%
<b>WEST BAY</b>	<b>44</b>	<b>47</b>
EMBARCADERO	8	10
MONTGOMERY	7	8
POWELL	7	7
CIVIC CENTER	5	5
16 <sup>TH</sup> STREET	2	2
24 <sup>TH</sup> STREET	2	3
GLEN PARK	2	2
BALBOA PARK	3	3
DALY CITY	2	3
COLMA	1	1
SOUTH SAN FRANCISCO	1	1
SAN BRUNO	1	1
SFO	2	2
MILLBRAE	2	1
SF/WEST BAY (unspecified)	*	*
<b>DK/NA/OTHER/UNDETERMINED</b>	<b>4</b>	<b>6</b>
	100	100

\* Less than 1%

## TRANSFERRING

### 4. Are you transferring between BART trains on this trip?

- About one in five indicate that they are transferring between BART trains on this trip.
- Transferring, as on previous studies, is more prevalent on weekends and during off-peak hours.

	Total		
	'02	'04	'06
Base: (All Respondents)	5507	6142	6150
	%	%	%
Yes	20	21	22
No	79	78	77
Don't Know/No Answer	1	1	1
	100	100	100

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Yes	15	17	18	23	24	25	25	28	31
No	84	82	81	75	74	74	73	70	67
Don't Know/No Answer	1	1	1	2	2	1	2	2	2
	100	100	100	100	100	100	100	100	100



## TRIP PURPOSE

### 5. What is the purpose of this trip?

- Most BART riders are commuting to and from work.

	Total		
	'02	'04	'06
Base: (All Respondents)	5507	6142	6150
	%	%	%
Commute to/from Work	61	56	59
School	9	9	8
Visit Family/Friends	8	8	8
Theater or Concert	4	5	3
Shopping	3	4	4
Sports Event	2	4	4
Airport	1	3	3
Medical/Dental	2	1	1
Restaurant	1	1	2
Other Business	1	1	2
Personal Business	*	1	1
Other	4	3	3
More than One Purpose	3	2	3
Don't Know/No Answer	1	2	1
	100	100	100

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Commute to/from Work	78	73	75	54	48	51	20	18	21
School	7	7	7	13	14	12	5	4	4
Visit Family/Friends	4	4	4	9	8	8	17	18	21
Theater or Concert	2	3	1	2	5	2	16	14	10
Shopping	1	2	1	4	4	4	10	11	11
Sports Event	*	2	4	1	2	2	10	15	8
Airport	*	2	1	1	4	5	2	4	5
Medical/Dental 1	*	1	3	2	3	1	1	1	
Restaurant	1	1	1	1	2	1	3	2	4
Other Business 1	*	1	2	2	2	*	1	2	
Personal Business	*	*	1	1	1	2	1	1	3
Other	2	2	1	4	4	3	9	5	6
More than One Purpose	2	2	2	4	2	4	4	4	5
Don't Know/No Answer	1	2	1	1	2	2	2	2	1
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## OTHER MODE COULD HAVE UTILIZED

### 6. What other type of transportation could you have used instead of BART for your trip today?

- Slightly more than one in five consider BART their only transportation option for today's trip.
- 42% could have driven alone, and 13% could have carpoolled instead of taking BART.
- Three in ten could have utilized a bus or other forms of public transit.

	Total								
	'02	'04	'06						
Base: (All Respondents)	5507	6142	6150						
	%	%	%						
Drive Alone to my destination and Park	41	43	42						
Bus or Other Transit	33	29	30						
BART is My Only Option	22	22	22						
Carpool	13	12	13						
Other	3	3	4						
Don't Know/No Answer	1	1	1						
	— Peak —			— Off-Peak —			— Weekend —		
Base: (All Respondents)	'02	'04	'06	'02	'04	'06	'02	'04	'06
	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Drive Alone to my destination and Park	43	48	45	40	39	40	37	40	36
Bus or Other Transit	33	28	29	34	31	31	27	28	26
BART is My Only Option	20	21	22	23	23	22	24	21	25
Carpool	14	12	14	11	11	12	15	14	14
Other	3	2	3	3	4	5	4	3	5
Don't Know/No Answer	1	1	1	2	1	1	1	2	1

Note: Although not asked for, multiple mentions were accepted.

## HOW TRAVELED BETWEEN HOME AND BART

### 7. How did you travel between home and BART today?

- Almost a third drove alone to BART. An additional eleven percent were dropped off and seven percent utilized a carpool.
- About one in six traveled on a bus or another form of public transit.
- Almost three in ten walked, up slightly from previous years.
- Driving alone to BART is more prevalent during peak hours.

	<b>Total</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	5507	6142	6150
	%	%	%
Drove Alone	33	36	31
Walked	27	26	29
Bus/Transit	18	17	17
Dropped Off	10	10	11
Carpooled	7	7	7
Biked	3	2	3
Other/Combo/DK/NA	2	2	3
	100	100	100

	<b>— Peak —</b>			<b>— Off-Peak —</b>			<b>— Weekend —</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Drove Alone	39	42	38	29	30	26	23	27	20
Walked	23	23	26	31	31	31	29	28	31
Bus/Transit	17	15	15	20	19	19	18	16	20
Dropped Off	10	11	11	9	9	11	8	9	10
Carpooled	6	6	6	6	5	5	16	14	12
Biked	3	2	3	2	3	4	2	2	4
Other/Combo/DK/NA	2	1	2	3	3	4	4	4	5
	100	100	100	100	100	100	100	100	100

## WHERE PARKED/FEE

8. Where did you park?

9. What fee, if any, did you pay?

- About three in four of those who drove alone or carpoolled to BART parked in a BART lot.
- Most did not pay a parking fee, however, the share of respondents who pay a daily fee is up significantly.

	Total								
	'02	'04	'06						
Base: (Drove/Carpooled)	2233	2611	2315						
	%	%	%						
Parked:									
In BART Lot	78	74	76						
Off-site	16	18	17						
DK/NA	6	8	7						
	100	100	100						
Fee:									
No fee	76	67	59						
Hourly Fee	1	1	*						
Daily fee	2	6	16						
Monthly Fee	1	7	7						
DK/NA	20	19	18						
	100	100	100						
	— Peak —			— Off-Peak—			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (Drove/Carpooled)	1248	1436	1332	696	805	703	289	370	280
	%	%	%	%	%	%	%	%	%
Parked:									
In BART Lot	77	76	79	76	69	70	86	80	79
Off-site	18	17	15	16	22	23	8	10	12
DK/NA	5	7	6	8	9	8	6	10	10
	100	100	100	100	100	100	100	100	100
Fee:									
No fee	77	67	56	72	64	60	78	73	69
Hourly Fee	*	1	*	1	2	1	1	1	*
Daily fee	3	6	17	2	8	18	2	4	7
Monthly Fee	1	8	9	2	6	5	*	1	2
DK/NA	19	18	18	23	20	17	19	21	22
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## LENGTH OF TIME A BART CUSTOMER

### 10. How long have you been riding BART?

- Nearly half have been riding BART for more than five years.
- About one in five have been riding less than a year.

	Total								
	'02	'04	'06						
Base: (All Respondents)	5507	6142	6150						
	%	%	%						
Six Months or Less	14	16	16						
More than Six Months but									
Less than a Year	5	5	6				<i>Less than a Year = 22%</i>		
1 – 2 Years	16	13	15						
3 – 5 Years	16	17	15						
More than 5 Years	48	48	48				<i>More than 5 Years = 48%</i>		
Don't Know/No Answer	1	1	1						
	100	100	100						

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Six Months or Less	11	14	14	15	16	16	19	19	20
More than Six Months but									
Less than a Year	5	6	7	5	5	5	4	3	5
1 – 2 Years	18	14	16	16	13	14	13	13	14
3 – 5 Years	17	18	16	16	17	15	14	16	13
More than 5 Years	49	48	47	47	48	49	48	48	48
Don't Know/No Answer	*	*	*	1	1	1	2	1	1
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## FREQUENCY OF RIDING BART

### 11. How often do you CURRENTLY ride BART?

- Over half indicate that they ride BART five or more days a week. Among peak hour riders this statistic is 70%.

	— Total —			
	'02	'04	'06	
Base: (All Respondents)	5507 %	6142 %	6150 %	
5 or More Days a Week	62	56	58	At least Once a Week = 81%
3 – 4 Days a Week	14	15	14	
1 – 2 Days a Week	8	9	9	
1, 2, 3 Days a Month	8	9	10	
Less than Once a Month	7	10	9	
Don't Know/No Answer	1	1	1	
	100	100	100	

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762 %	2990 %	3006 %	1994 %	2249 %	2239 %	752 %	903 %	906 %
5 or More Days a Week	73	68	70	58	52	52	32	28	31
3 – 4 Days a Week	13	13	13	17	17	16	12	10	11
1 – 2 Days a Week	6	7	6	9	9	11	12	14	15
1, 2, 3 Days a Month	4	6	6	8	10	10	19	21	21
Less than Once a Month	4	5	5	7	11	10	23	26	22
Don't Know/No Answer	*	1	*	1	1	1	2	1	1
	100	100	100	100	100	100	100	100	100

\* Less than 1%

Note: These percentages are based on persons surveyed on-board the trains, thus persons who ride more frequently are more likely to be represented. In fact, a majority of individuals who ride BART take fewer than one trip a month.

## OVERALL SATISFACTION WITH BART

### 12. Overall, how satisfied are you with the services provided by BART?

- Currently, 85% state that they are very or somewhat satisfied with the services provided by BART: down 1% from 2004.
- It is worth noting that a slightly reduced percentage of riders give a very satisfied rating compared to 2004.

	Total			
	'02	'04	'06	
Base: (All Respondents)	5507	6142	6150	
	%	%	%	
Very Satisfied	35	46	43 (42.5)	<b>Very or Somewhat Satisfied = 85%</b>
Somewhat Satisfied	44	40	43 (42.5)	
Neutral	11	9	9	
Somewhat Dissatisfied	7	3	4	
Very Dissatisfied	2	1	1	
Don't Know/No Answer	1	1	1	
	100	100	100	
MEAN: (5 point scale)	4.06	4.28	4.23	

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Very Satisfied	31	45	41	38	46	44	45	51	44
Somewhat Satisfied	48	42	44	42	39	41	39	35	41
Neutral	11	9	9	12	10	10	10	9	10
Somewhat Dissatisfied	8	3	5	5	3	4	4	3	4
Very Dissatisfied	2	1	1	2	1	1	1	1	1
Don't Know/No Answer	*	*	1	1	1	*	1	1	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	3.98	4.27	4.20	4.09	4.28	4.26	4.25	4.33	4.24

\* Less than 1%

**OVERALL SATISFACTION WITH BART** (continued)

GROUP	BASE #	read % across				MEAN (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<b>TOTAL 2006</b>	(6150)	86	9	5	4	4.23
<b>By Frequency of Riding BART</b>						
3 or More Days a Week	(4390)	85	9	6	*	4.20
Less Frequently but at Least Monthly	(1157)	87	9	4	1	4.29
Less often	(567)	84	13	2	1	4.34
<b>By Gender</b>						
Male	(2971)	86	9	5	*	4.24
Female	(3025)	85	10	5	*	4.22
<b>By Age</b>						
13 – 34	(2926)	83	12	5	*	4.16
35 – 64	(2899)	87	7	5	*	4.27
65 & Older	(245)	93	4	2	1	4.58
<b>By Standing because Seating Not Available</b>						
Yes	(1145)	79	12	8	1	4.06
No	(4931)	87	9	4	*	4.26
<b>By Ethnicity</b>						
White	(2710)	88	7	5	*	4.26
Black/African Amer.	(714)	85	10	5	1	4.23
Asian/Pac. Islander	(1820)	83	12	5	1	4.18
<b>By Spanish, Hispanic, Latino Ancestry</b>						
Yes	(919)	86	10	4	*	4.31
No	(5231)	85	9	5	1	4.21
<b>By Transfer on Trip</b>						
Yes	(1373)	83	11	6	*	4.17
No	(4710)	86	9	5	1	4.24
<b>By Disabled Ticket</b>						
Used	(125)	86	11	3	-	4.31

\* Less than 1%

Note: Not all differences in satisfaction levels are statistically significant. Statistical test results are available from BART Marketing and Research Department.



**OVERALL SATISFACTION WITH BART** (continued)

GROUP	BASE #	read % across				MEAN (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<b>TOTAL 2006</b>	(6150)	86	9	5	4	4.23
<b><u>By Trip Purpose</u></b>						
Commute to Work	(3599)	86	8	6	*	4.19
School	(513)	80	15	5	-	4.11
Shopping	(224)	83	14	3	*	4.23
Medical/Dental	(83)	88	4	7	*	4.42
Airport	(191)	92	6	2	-	4.40
Sports Event	(240)	88	7	3	2	4.40
Visit Friends/Family	(471)	86	11	3	*	4.33
Restaurant	(91)	82	9	8	1	4.15
Theater/Concert	(166)	86	10	3	1	4.28
<b><u>By Access Mode</u></b>						
Walk	(1762)	86	9	5	*	4.25
Bike	(188)	89	6	5	-	4.19
Bus/Transit	(1045)	85	11	5	*	4.26
Drive Alone	(1902)	84	9	6	1	4.15
Carpool	(413)	87	9	4	-	4.27
Dropped Off	(653)	87	8	5	1	4.29
<b><u>By Household Income</u></b>						
Under \$15,000	(662)	83	13	3	1	4.28
\$15,000- \$24,999	(560)	82	13	5	*	4.22
\$25,000 - \$49,999	(1046)	86	9	5	*	4.24
\$50,000 - \$74,999	(1076)	88	6	6	*	4.25
\$75,000 - \$99,999	(786)	84	11	5	1	4.19
\$100,000 – \$149,000	(832)	85	9	6	*	4.20
\$150,000 or More	(683)	89	6	4	*	4.28
<b><u>By How Long Riding BART</u></b>						
6 Months or Less	(960)	85	12	3	*	4.31
6 Months – One Year	(377)	85	9	6	*	4.23
One – Two Years	(905)	86	9	5	*	4.17
Three – Five Years	(929)	83	10	6	1	4.13
More than Five Years	(2949)	86	8	5	1	4.24

\* Less than 1%

Note: Not all differences in satisfaction levels are statistically significant. Statistical test results are available from BART Marketing and Research Department.

**OVERALL SATISFACTION WITH BART** (continued)

GROUP	BASE #	read % across				MEAN (5 point scale)
		Satisfied %	Neutral %	Dissatisfied %	NA %	
<b>TOTAL 2006</b>	<b>(6150)</b>	<b>86</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>4.23</b>
<b><u>By Other Mode Could Have Used For Trip</u></b>						
BART Only Option	(1369)	85	9	5	1	4.29
Bus/Other Transit	(1813)	84	10	5	1	4.20
Drive Alone	(2585)	86	9	6	*	4.18
Carpool	(812)	83	10	7	*	4.12
Other	(232)	86	10	3	1	4.28
<b><u>By BART Recommendation</u></b>						
Definitely/Probably	(5728)	89	8	3	*	4.32
Might/Might Not	(344)	30	36	33	1	2.98
Definitely/Probably Not	(62)	13	18	67	2	2.27
<b><u>By Statement : BART is Good Value for Money</u></b>						
Agree (Strongly/Somewhat)	(4128)	94	4	2	*	4.44
Neutral	(1131)	74	21	2	*	3.98
Disagree (Strongly/Somewhat)	(861)	57	20	6	1	3.49

\* Less than 1%

Note: Not all differences in satisfaction levels are statistically significant. Statistical test results are available from BART Marketing and Research Department.

## PRIDE IN BART

### 13. Would you recommend using BART to a friend or out-of-town guest?

- Over nine in ten (93%) would definitely or probably recommend using BART to a friend or out-of-town guest.

	Total			
	'02	'04	'06	
Base: (All Respondents)	5507	6142	6150	
	%	%	%	
Definitely	62	70	69	
Probably	28	23	25	<b>Definitely or Probably = 93%</b>
Might or Might Not	8	5	6	
Probably Not	1	1	1	
Definitely Not	*	*	*	
Don't Know/No Answer	1	1	*	
	100	100	100	

	— Peak —			— Off-Peak—			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Definitely	60	70	67	61	70	69	70	74	72
Probably	29	23	25	29	23	25	22	20	23
Might or Might Not	9	5	7	6	5	5	6	5	4
Probably Not	1	1	1	2	1	1	1	*	1
Definitely Not	1	*	*	1	*	*	*	*	*
Don't Know/No Answer	*	1	*	1	1	*	1	1	*
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## VALUE

14. To what extent do you agree with the following statement:  
"BART is a good value for the money."

- Two in three agree strongly or somewhat with the statement:  
"BART is a good value for the money". About one in seven disagree.

	Total			
	'02	'04	'06	
Base: (All Respondents)	5507 %	6142 %	6150 %	
Agree Strongly	27	28	26	<b>Agree Strongly or Somewhat = 67%</b>
Agree Somewhat	39	39	41	
Neutral	18	18	18	
Disagree Somewhat	11	11	11	
Disagree Strongly	4	3	4	
Don't Know/No Answer	1	1	1	
	100	100	100	

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762 %	2990 %	3006 %	1994 %	2249 %	2239 %	752 %	903 %	906 %
Agree Strongly	24	24	24	28	30	27	34	36	32
Agree Somewhat	40	42	42	38	37	41	36	36	35
Neutral	18	18	19	18	18	18	19	14	19
Disagree Somewhat	13	12	11	11	11	11	8	9	9
Disagree Strongly	4	3	4	4	3	3	2	4	4
Don't Know/No Answer	1	1	1	1	1	1	1	1	1
	100	100	100	100	100	100	100	100	100

\* Less than 1%

## SEATING AVAILABILITY

15. After you boarded the train for this trip, did you stand because seating was unavailable? How long did you stand?

- Almost one in five had to stand because seating was unavailable.
- Among those who had to stand, about two in three had to stand for the whole trip or for most of it.

	Total			
	'02	'04	'06	
Base: (All Respondents)	5507	6142	6150	
	%	%	%	
Yes, stood	18	19	19	Stood = 19%
No, did not stand	80	80	80	
Don't Know/NA	2	1	1	
	100	100	100	
Base: (Stood)	1021	1165	1145	
	%	%	%	
For Whole Trip	33	34	39	All or Most = 68 % of standees
For Most of Trip	32	28	29	
For Small Portion	30	34	29	
Don't Know/NA	5	4	4	
	100	100	100	

	— Peak —			— Off-Peak—			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Yes, stood	22	24	26	15	15	12	15	14	11
No, did not stand	77	75	73	83	83	87	83	84	88
Don't Know/NA	1	1	1	2	2	1	2	2	2
	100	100	100	100	100	100	100	100	100
Base: (Stood)	597	705	770	309	333	277	115	126	98
	%	%	%	%	%	%	%	%	%
For Whole Trip	36	39	46	31	28	27	29	25	18
For Most of Trip	34	28	27	28	27	30	27	28	35
For Small Portion	26	30	24	37	39	40	37	41	38
Don't Know/NA	4	3	3	4	6	4	7	6	9
	100	100	100	100	100	100	100	100	100

## USAGE OF DISCOUNTED TICKETS

### 18. Do you currently use discounted tickets? – Which ticket?

- Over a third of the 2006 respondents currently use discounted tickets. Usage is higher among peak hour riders. Over half of those who use discounted tickets, purchase the High Value discounted tickets.

	Total		
	'02	'04	'06
Base: (All Respondents)	5507	6142	6150
	%	%	%
Yes, Use Discounted Tickets	38	37	37
No, Do not Use	60	61	63
DK/NA	2	2	1
	100	100	100
Base: (Use Disc. Tickets)	2104	2293	2251
	%	%	%
High Value	51	57	58
Muni Fast Pass	13	12	12
BART Plus	17	9	7
Senior	8	9	10
Disabled	6	5	6
Student	2	2	2
Child	1	2	1
DK/NA/Other	5	5	7

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Yes, Use Discounted Tickets	44	44	43	36	33	34	25	25	24
No, Do not Use	55	55	57	62	65	65	73	73	75
DK/NA	1	1	1	2	2	1	2	2	1
	100	100	100	100	100	100	100	100	100
Base: (Use Disc. Tickets)	1208	1319	1278	710	748	755	187	226	218
	%	%	%	%	%	%	%	%	%
High Value	57	65	67	46	50	48	30	31	33
Muni Fast Pass	14	13	11	12	11	13	13	13	12
BART Plus	18	8	6	16	10	8	17	14	10
Senior	5	5	6	11	13	12	20	22	23
Disabled	4	3	4	8	8	8	12	9	8
Student	1	1	1	3	3	3	4	4	3
Child	1	1	1	1	2	2	2	3	3
DK/NA/Other	4	4	5	6	6	8	5	7	9

Note: Although not asked for, multiple mentions were accepted.

## ETHNIC IDENTIFICATION

16b. What is your race or ethnic identification?  
16a. Are you of Spanish, Hispanic or Latino ancestry?

- BART ridership is diverse.

	<b>Total</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	5507	6142	6150
	%	%	%

White	43	44	44
Asian or Pacific Islander	26	26	30
Black/African American	14	12	12
American Indian or Alaska Native^	2	1	2
NA/Other	18	18	16
Hispanic Ancestry	13	14	15

	<b>— Peak —</b>			<b>— Off-Peak—</b>			<b>— Weekend—</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
White	42	43	42	43	43	44	49	51	51
Asian or Pacific Islander	28	30	33	25	24	27	20	19	24
Black/African American	13	11	11	16	13	13	12	13	11
American Indian or Alaska Native^	1	1	2	2	2	2	2	2	3
Balance (NA/other)	17	17	15	18	20	17	21	18	17
Hispanic Ancestry	12	14	14	13	16	15	16	13	17

Note: Multiple responses were accepted.

^ In 2002 and 2004, this response was listed as Native American or Alaska Native

## BART CUSTOMER ETHNICITY COMPARED TO REGION

### BART Customer Ethnicity Compared to Selected Bay Area Counties in the Region

- BART customer race and ethnicities reflect the diversity of the region.
- The following table compares the reported ethnicity of BART riders (excluding No Response) to the 2005 American Community Survey 2005 estimates.

Race and Ethnicity BART Compared to Selected Bay Area counties								
2005 ACS Population Estimate (1)							2006 Customer Satisfaction Survey (2)	
	Alameda	Contra Costa	San Francisco	3-County Total	San Mateo	4-County Total		
Population:	1,421,308	1,006,486	719,077	3,146,871	689,271	3,836,142		
Race & Ethnicity	%	%	%	%	%	%	%	
White	38	53	44	44	47	44	41	
Black	13	9	6	10	3	9	10	
Asian/Pacific (3)	25	13	33	23	25	23	28	
Hispanic Origin (3)	21	21	14	19	23	20	16	
Native American	0	0	0	0	0	0	1	
Other (4)	4	3	2	3	3	3	4	
Total	101	99	99	99	101	99	100	
Columns may not total 100% due to rounding. % less than 0.5% are rounded to 0%								
Sources:								
MTC Bay Area Census tables containing the 2005 American Community Survey (ACS) Estimates								
BART 2006 Customer Satisfaction Survey								
Notes:								
1) The US Census (ACS) ethnicity percentages are based on persons who indicate a single race/ethnicity identity and are "Not Hispanic or Latino"								
2) The BART percentages use the Census definition. The Hispanic Origin percentages are based on individuals who indicate "Yes" to the Spanish/Hispanic ancestry question alone or in combination with a positive response to any other race categories.								
3) Percentages for Asian/Pacific Islanders and Hispanic persons may be understated. In 2006, 2% of passengers on the sampled BART cars did not accept/complete questionnaires due to a "language barrier." Note that the 2006 BART survey included Spanish and Chinese language questionnaires.								
4) All other and multiple race responses, excluding Hispanic, are included in the "Other" category.								



## GENDER

### 17. Gender:

Males and females each constitute about half of BART riders.

	<b>Total</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	5507	6142	6150
	%	%	%
MALE	47	47	48
FEMALE	49	50	49
NA/REFUSED	4	3	3
	100	100	100

	<b>— Peak —</b>			<b>— Off-Peak—</b>			<b>— Weekend —</b>		
	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>	<b>'02</b>	<b>'04</b>	<b>'06</b>
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
MALE	43	43	46	49	51	51	52	48	48
FEMALE	53	54	52	46	45	46	43	49	49
NA/REFUSED	4	3	2	5	4	3	5	3	3
	100	100	100	100	100	100	100	100	100

## AGE

## 19. Age:

- About half of the BART riders are 35 years of age or older.

	Total			
	'02	'04	'06	
Base: (All Respondents)	5507	6142	6150	
	%	%	%	
12 or Younger	*	*	*	
13 – 17	3	3	3	
18 – 24	15	16	16	
25 – 34	28	28	29	<i>Under 35 = 48 %</i>
35 – 44	22	21	21	
45 – 64	27	26	26	
65 & Older	3	4	4	<i>35 &amp; Older = 51%</i>
DK/NA/REFUSED	2	2	1	
	100	100	100	

	— Peak —			— Off-Peak—			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
12 or Younger	*	*	*	*	*	*	*	*	*
13 – 17	2	2	2	3	3	3	6	5	5
18 – 24	12	12	13	18	21	18	19	19	21
25 – 34	29	30	31	29	28	28	26	23	24
35 – 44	25	23	23	19	18	20	16	18	18
45 – 64	29	28	28	25	24	26	24	27	24
65 & Older	2	3	3	4	4	5	7	6	6
NA/REFUSED	1	2	1	2	2	1	2	2	1
	100	100	100	100	100	100	100	100	100

\*Less than 1%

## INCOME

### 20. What is the total annual income of your household before taxes?

- About a quarter have household incomes of \$100,000 or more.

	Total		
	'06		
Base: (All Respondents)	6150		
	%		
Under \$15,000	11		
\$15,000 - \$24,999	9		
\$25,000 - \$49,999	17		<i>Under \$50,000 = 37%</i>
\$50,000 - \$74,999	18		
\$75,000 - \$99,999	13		
\$100,000 - \$149,999	14		
\$150,000 - \$199,999	6		<i>\$100,000 or more = 25%</i>
\$200,000 and Over	5		
DK/NA/REFUSED	8		
	100		

	— Peak —	— Off-Peak —	— Weekend —
	'06	'06	'06
Base: (All Respondents)	3006	2239	906
	%	%	%
Under \$15,000	7	13	17
\$15,000 - \$24,999	7	11	11
\$25,000 - \$49,999	15	18	20
\$50,000 - \$74,999	20	15	16
\$75,000 - \$99,999	15	12	10
\$100,000 - \$149,999	16	12	10
\$150,000 - \$199,999	7	6	4
\$200,000 and Over	5	5	4
DK/NA/REFUSED	8	9	9
	100	100	100

## BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

### BART Customer Household Incomes Compared to Selected Bay Area Counties

- BART customer incomes track household incomes in the BART service area.
- The following table compares the reported incomes of BART riders (excluding No Response) to the 2005 American Community Survey 2005 estimates.

Household Income							
BART Compared to selected Bay Area counties							
2005 ACS Household Estimate							2006
							Customer
							Satisfaction
							Survey
	Alameda	Contra Costa	San Francisco	3-County Total	San Mateo	4-County Total	
Households:	521,380	354,495	321,931	1,197,806	255,173	1,452,979	
Income	%	%	%	%	%	%	%
Less than \$15,000	12	8	16	12	8	11	12
\$15,000 - \$24,999	9	8	9	9	8	9	10
\$25,000 - \$49,999	21	19	18	20	18	19	19
\$50,000 - \$74,999	17	19	17	17	17	17	19
\$75,000 - \$99,999	13	13	12	13	14	13	14
\$100,000 - \$149,999	16	18	14	16	17	16	15
\$150,000 - \$199,999	7	7	6	7	8	7	7
\$200,000 and Over	5	8	7	7	10	7	5
Total	100	100	99	101	100	99	101
Totals may not equal 100% due to rounding. % less than 0.5% are rounded to 0%							
Sources:	U.S. Census Bureau - 2005 American Community Survey - Universe: Households by county.						
	BART 2006 Customer Satisfaction Survey						
Note:	Census tables adjust for unit non-response by weighting at the tract-level.						
	The BART distribution is based on 5645 actual responses. 8% did not respond to this question.						

## RATING BART ON SPECIFIC CHARACTERISTICS

21. Help us improve service. Please rate BART on each of the following characteristics. “7” (excellent) is the highest rating you can give. “1” (poor) is the lowest rating you can give. Of course you can use any number in between. Skip only categories that do not apply to you.

POOR							EXCELLENT	
1	2	3	4	5	6	7		

NOTE: “7” is the highest rating a respondent can give and “1” is the lowest. Don’t know responses and no answers have been eliminated in calculating the arithmetic mean

## RATING BART ON SPECIFIC CHARACTERISTICS (continued)

	MEAN RATINGS (7 point scale)						mean score change '06 -'04
	Total			2006 – By Strata			
	'02	'04	'06	Peak	Off-Peak	Weekend	
BASE: (All Respondents)	5507	6142	6150	3006	2239	906	
OVERALL RATINGS	%	%	%	%	%	%	
Availability of maps/schedules	5.62	5.78	5.73	5.75	5.74	5.67	-0.05
Enforcement of no smoking policy	5.64	5.72	5.68	5.66	5.70	5.71	-0.04
On-time Performance of trains	5.28	5.63	5.58	5.49	5.65	5.68	-0.05
Bart.gov website	5.23	5.54	5.52	5.51	5.50	5.58	-0.02
Access for people with disabilities	5.14	5.38	5.44	5.40	5.47	5.48	0.06
Timeliness of connections between BART trains	5.01	5.37	5.36	5.30	5.41	5.43	-0.01
Frequency of train service	5.07	5.31	5.20	5.19	5.22	5.18	-0.11
Timely information about service disruptions	4.97	5.27	5.19	5.10	5.25	5.35	-0.08
Hours of Operation	5.07	5.28	5.15	5.25	5.12	4.86	-0.13
Availability of bicycle parking	4.81	5.07	5.02	4.93	5.09	5.10	-0.05
Helpfulness and courtesy of BART personnel	4.71	5.05	5.01	4.93	5.07	5.13	-0.04
Lighting in parking lots	4.87	5.06	4.99	4.94	5.02	5.07	-0.07
Enforcement against fare evasion	4.71	4.99	4.93	4.82	4.99	5.13	-0.06
Personal Security in BART system	4.80	4.97	4.89	4.82	4.95	4.99	-0.08
Timeliness of connections with buses	4.65	4.93	4.85	4.78	4.91	4.92	-0.08
Leadership in solving regional transportation issues	4.50	4.86	4.79	4.70	4.83	4.99	-0.07
Enforcement of no eating and drinking policy	4.52	4.68	4.58	4.46	4.62	4.88	-0.10
Availability of car parking	4.33	4.63	4.46	4.32	4.55	4.75	-0.17

## RATING BART ON SPECIFIC CHARACTERISTICS (continued)

	MEAN RATINGS (7 point scale)						mean score change '06 -'04
	Total			2006 – By Strata			
	'02	'04	'06	Peak	Off-Peak	Weekend	
BASE: (All Respondents)	5507	6142	6150	3006	2239	906	
BART STATION RATINGS	%	%	%	%	%	%	
Reliability of faregates	4.40	5.47	5.44	5.38	5.50	5.51	-0.03
Reliability of ticket vending machines	4.00	5.41	5.37	5.33	5.40	5.45	-0.04
Length of lines at exit gates	4.57	5.38	5.32	5.21	5.41	5.45	-0.06
Signs with transfer / platform / exit directions	4.98	5.35	5.23	5.21	5.24	5.26	-0.12
Stations kept free of graffiti	4.98	5.21	5.08	5.05	5.09	5.13	-0.13
Overall condition / state of repair	4.74	5.12	4.97	4.92	5.00	5.07	-0.15
Escalator availability and reliability	4.42	4.95	4.85	4.70	4.92	5.19	-0.10
Availability of Station Agents	4.49	4.85	4.84	4.80	4.87	4.88	-0.01
Elevator availability and reliability	4.47	4.82	4.84	4.76	4.87	5.02	0.02
Station cleanliness	4.59	4.88	4.69	4.64	4.70	4.81	-0.19
Appearance of landscaping	4.52	4.77	4.64	4.58	4.69	4.72	-0.13
Process for receiving ticket refunds	4.07	4.68	4.60	4.51	4.61	4.85	-0.08
Elevator cleanliness	4.46	4.64	4.52	4.48	4.52	4.62	-0.12
Presence of BART Police in stations	4.31	4.52	4.48	4.39	4.54	4.63	-0.04
Presence of BART Police in parking lots	3.94	4.23	4.18	4.06	4.25	4.39	-0.05
Restroom cleanliness	3.80	4.10	3.92	3.87	3.92	4.09	-0.18

## RATING BART ON SPECIFIC CHARACTERISTICS (continued)

	MEAN RATINGS (7 point scale)			2006 – By Strata			mean score change '06 -'04
	Total			Peak	Off-Peak	Weekend	
BASE: (All Respondents)	'02	'04	'06	3006	2239	906	
BART TRAIN RATINGS	%	%	%	%	%	%	
Train interior kept free of graffiti	4.97	5.24	5.11	5.02	5.16	5.29	-0.13
Comfort of seats on trains	5.10	5.23	5.04	4.92	5.11	5.30	-0.19
Comfortable temperature aboard trains	4.94	5.12	5.03	4.91	5.10	5.25	-0.09
Appearance of train exterior	4.72	4.96	4.76	4.70	4.78	4.94	-0.20
Availability of seats on trains	4.59	4.91	4.79	4.56	4.97	5.15	-0.12
Condition / cleanliness of windows on train	4.33	4.66	4.46	4.36	4.51	4.66	-0.20
Train interior cleanliness	4.43	4.65	4.33	4.22	4.38	4.56	-0.32
Noise level on trains	4.67	4.62	4.39	4.33	4.41	4.52	-0.23
Clarity of public address announcements	4.30	4.51	4.35	4.24	4.41	4.53	-0.16
Presence of BART Police on trains	3.89	4.00	3.98	3.88	4.07	4.10	-0.02



## CURRENT BIKE POLICY

22. Bicycles are currently allowed on-board all BART trains except peak period trains highlighted on the BART schedule. Do you feel this policy provides adequate access for bicyclists, goes too far, or does not go far enough to accommodate bicyclists?

- Overall, one third feel that BART's current bike policy provides adequate access for bicyclists, 15% feel that the rules do not go far enough, while 5% feel that they go too far. Findings are consistent with previous measurements.

	Total			Took Bike To BART
	'02	'04	'06	'06
Base: (All Respondents)	5507	6142	6150	192
	%	%	%	%
Adequate Access	33	33	33	29
Go Too Far	5	5	5	3
Do Not Go Far Enough	15	14	15	53
Don't Know	25	24	27	4
No Answer	22	24	21	11
	100	100	100	100

	— Peak —			— Off-Peak —			— Weekend —		
	'02	'04	'06	'02	'04	'06	'02	'04	'06
Base: (All Respondents)	2762	2990	3006	1994	2249	2239	752	903	906
	%	%	%	%	%	%	%	%	%
Adequate Access	33	33	33	34	33	32	30	32	34
Go Too Far	5	5	5	5	5	5	5	3	5
Do Not Go Far Enough	15	16	15	16	13	14	13	13	15
Don't Know	26	24	27	24	23	27	26	27	27
No Answer	21	22	20	21	26	22	26	25	18
	100	100	100	100	100	100	100	100	100



## Appendix C: TESTS OF STATISTICAL SIGNIFICANCE 2004 vs 2006



## Appendix C: TEST OF STATISTICAL SIGNIFICANCE

95% Confidence Level

	2006					2004					Mean Difference	T-Score	Statistically Significant?
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			
<b>SCALE: 1=Poor, 7=Excellent</b>	6,150	30	6,120	4.23	0.84	6,142	37	6,105	4.28	0.82	-0.05	-3.33013	yes
<b>OVERALL SATISFACTION</b>	6,150	15	6,135	4.61	0.65	6,142	47	6,095	4.63	0.65	-0.02	-1.70137	no
<b>RECOMMEND TO FRIEND</b>	6,150	29	6,121	3.76	1.06	6,142	72	6,070	3.78	1.08	-0.02	-1.03180	no
<b>"BART IS A GOOD VALUE"</b>	6,150	216	5,934	5.58	1.19	6,142	397	5,745	5.63	1.14	-0.05	-2.31905	yes
On-time performance of trains	6,150	368	5,782	5.15	1.59	6,142	543	5,599	5.28	1.53	-0.13	-4.44505	yes
Hours of operation	6,150	380	5,770	5.20	1.39	6,142	585	5,557	5.31	1.33	-0.11	-4.30407	yes
Frequency of train service	6,150	502	5,648	5.73	1.30	6,142	676	5,466	5.78	1.25	-0.05	-2.06711	yes
Availability of maps and schedules	6,150	640	5,510	5.19	1.46	6,142	857	5,285	5.27	1.40	-0.08	-2.90627	yes
Timely information about service disruptions	6,150	1,102	5,048	5.36	1.28	6,142	1,406	4,736	5.37	1.25	-0.01	-0.39089	no
Timeliness of connections b/t BART trains	6,150	2,153	3,997	4.85	1.51	6,142	2,294	3,848	4.93	1.49	-0.08	-2.36174	yes
Timeliness of connections w/ buses	6,150	1,505	4,645	4.46	1.82	6,142	1,622	4,520	4.63	1.77	-0.17	-4.53337	yes
Availability of car parking	6,150	2,630	3,520	5.02	1.51	6,142	2,765	3,377	5.07	1.48	-0.05	-1.38869	no
Availability of bicycle parking	6,150	1,607	4,543	4.99	1.41	6,142	1,692	4,450	5.06	1.39	-0.07	-2.37077	yes
Lighting in parking lots	6,150	787	5,363	5.01	1.54	6,142	956	5,186	5.05	1.52	-0.04	-1.34252	no
Helpfulness and courtesy of BART personnel	6,150	2,187	3,963	5.44	1.33	6,142	2,422	3,720	5.38	1.37	0.06	1.94574	no
Access for people with disabilities	6,150	1,996	4,154	4.93	1.61	6,142	2,162	3,980	4.99	1.59	-0.06	-1.69084	no
Enforcement against fare evasion	6,150	1,343	4,807	5.68	1.44	6,142	1,602	4,540	5.72	1.38	-0.04	-1.37131	no
Enforcement of no smoking policy	6,150	1,141	5,009	4.58	1.86	6,142	1,338	4,804	4.68	1.82	-0.10	-2.69173	yes
Enforcement of no eating or drinking policy	6,150	944	5,206	4.89	1.47	6,142	1,163	4,979	4.97	1.45	-0.08	-2.76462	yes
Personal security in BART system	6,150	1,819	4,331	4.79	1.57	6,142	1,993	4,149	4.86	1.53	-0.07	-2.07931	yes
Leadership in solving transportation issues	6,150	1,498	4,652	5.52	1.29	6,142	1,884	4,258	5.54	1.28	-0.02	-0.73398	no
BART.gov website	6,150	552	5,598	5.32	1.32	6,142	709	5,433	5.38	1.28	-0.06	-2.42374	yes
Length of lines at exit gates	6,150	602	5,548	5.37	1.33	6,142	778	5,364	5.41	1.35	-0.04	-1.55865	no
Reliability of ticket vending machines	6,150	767	5,383	5.44	1.24	6,142	981	5,161	5.47	1.25	-0.03	-1.23677	no
Reliability of faregates	6,150	1,894	4,256	4.60	1.73	6,142	2,134	4,008	4.68	1.75	-0.08	-2.08847	yes
Process for receiving ticket refunds	6,150	970	5,180	4.85	1.56	6,142	1,114	5,028	4.95	1.51	-0.10	-3.29103	yes
Escalator availability and reliability	6,150	1,974	4,176	4.84	1.55	6,142	2,120	4,022	4.82	1.56	0.02	0.58213	no
Elevator availability and reliability	6,150	1,064	5,086	4.48	1.56	6,142	1,224	4,918	4.52	1.57	-0.04	-1.27796	no
Presence of BART Police in stations	6,150	1,494	4,656	4.18	1.71	6,142	1,648	4,494	4.23	1.72	-0.05	-1.39410	no
Presence of BART Police in parking lots	6,150	993	5,157	4.84	1.49	6,142	1,176	4,966	4.85	1.50	-0.01	-0.33642	no
Availability of Station Agents	6,150	1,132	5,018	4.64	1.56	6,142	1,272	4,870	4.77	1.49	-0.13	-4.23822	yes
Appearance of landscaping	6,150	951	5,199	5.08	1.43	6,142	1,086	5,056	5.21	1.41	-0.13	-4.63535	yes
Stations kept free of graffiti	6,150	746	5,404	4.69	1.56	6,142	898	5,244	4.88	1.52	-0.19	-6.36555	yes
Station cleanliness	6,150	1,899	4,251	3.92	1.80	6,142	2,112	4,030	4.10	1.80	-0.18	-4.54838	yes
Restroom cleanliness	6,150	2,201	3,949	4.52	1.66	6,142	2,357	3,785	4.64	1.67	-0.12	-3.16819	yes
Elevator cleanliness	6,150	1,124	5,026	5.23	1.40	6,142	1,253	4,889	5.35	1.33	-0.12	-4.37658	yes
Signs with transfer / platform / exit directions	6,150	816	5,334	4.97	1.31	6,142	987	5,155	5.12	1.26	-0.15	-5.97756	yes
Overall condition / state of repair	6,150	451	5,699	4.79	1.51	6,142	617	5,525	4.91	1.49	-0.12	-4.23757	yes
Availability of seats on trains	6,150	506	5,644	5.04	1.45	6,142	663	5,479	5.23	1.36	-0.19	-7.13007	yes
Comfort of seats on trains	6,150	574	5,576	5.03	1.43	6,142	754	5,388	5.12	1.40	-0.09	-3.32990	yes
Comfortable temperature aboard trains	6,150	582	5,568	4.39	1.66	6,142	746	5,396	4.62	1.60	-0.23	-7.38743	yes
Noise level on trains	6,150	695	5,455	4.35	1.70	6,142	859	5,283	4.51	1.66	-0.16	-4.93445	yes
Clarity of public address announcements	6,150	974	5,176	3.98	1.68	6,142	1,138	5,004	4.00	1.69	-0.02	-0.59867	no
Presence of BART Police on trains	6,150	776	5,374	4.76	1.49	6,142	918	5,224	4.96	1.42	-0.20	-7.07502	yes
Appearance of train exterior	6,150	649	5,501	4.46	1.61	6,142	816	5,326	4.66	1.55	-0.20	-6.58560	yes
Condition / cleanliness of windows on train	6,150	725	5,425	5.11	1.48	6,142	896	5,246	5.24	1.40	-0.13	-4.66259	yes
Train interior kept free of graffiti	6,150	550	5,600	4.33	1.69	6,142	749	5,393	4.65	1.59	-0.32	-10.22833	yes
Train interior cleanliness													



## Appendix D: SERVICE OF CHARACTERISTICS RATINGS - PERCENTAGES





## APPENDIX D: SERVICE CHARACTERISTICS RATINGS

SCALE: 1=Poor; 7=Excellent		Top Two	Neutral	Bottom Two	Don't Know
		%	%	%	%
Availability of maps and schedules	5.73	60	30	2	8
Enforcement of no smoking policy	5.68	51	24	3	22
On-time performance of trains	5.58	57	37	2	4
Bart.gov website	5.52	43	31	2	24
Access for people with disabilities	5.44	35	28	2	36
Reliability of faregates	5.44	48	38	2	13
Reliability of ticket vending machines	5.37	48	39	3	10
Timeliness of connections b/t BART trains	5.36	42	38	2	18
Length of lines at exit gates	5.32	45	43	3	9
Signs with transfer / platform / exit directions	5.23	40	38	4	18
Frequency of train service	5.20	44	45	4	6
Timely information about service disruptions	5.19	43	41	5	10
Hours of operation	5.15	47	39	8	6
Train interior kept free of graffiti	5.11	41	42	6	12
Stations kept free of graffiti	5.08	37	42	5	16
Comfort of seats on trains	5.04	40	46	6	8
Comfortable temperature aboard trains	5.03	38	47	5	9
Availability of bicycle parking	5.02	24	29	4	43
Helpfulness and courtesy of BART personnel	5.01	37	43	7	13
Lighting in parking lots	4.99	29	41	4	26
Overall condition / state of repair	4.97	32	51	4	13
Enforcement against fare evasion	4.93	28	33	6	33
Personal security in BART system	4.89	32	47	6	15
Timeliness of connections w/ buses	4.85	24	36	5	35
Escalator availability and reliability	4.85	33	44	7	16
Elevator availability and reliability	4.84	26	36	6	32
Availability of Station Agents	4.84	31	47	6	16
Leadership in solving regional trans. problems	4.79	25	38	7	30
Availability of seats on trains	4.79	33	52	8	7
Appearance of train exterior	4.76	30	50	7	13
Station cleanliness	4.69	30	49	9	12
Appearance of landscaping	4.64	26	47	8	18
Process for receiving ticket refunds	4.60	24	35	10	31
Enforcement of no eating or drinking policy	4.58	30	38	13	19
Elevator cleanliness	4.52	20	36	9	36
Presence of BART Police in stations	4.48	23	51	10	17
Availability of car parking	4.46	25	37	13	25
Condition / cleanliness of windows on train	4.46	26	52	12	11
Noise level on trains	4.39	26	51	14	10
Clarity of public address announcements	4.35	25	49	14	11
Train interior cleanliness	4.33	25	52	15	9
Presence of BART Police in parking lots	4.18	19	44	14	24
Presence of BART Police on trains	3.98	17	50	17	16
Restroom cleanliness	3.92	14	38	17	31

Note: Ratings on a scale of 1-7. Top Two includes 6 or 7 ratings. Neutral includes 3, 4, or 5 ratings. Bottom two includes 1 or 2 ratings.



## Appendix E: DESCRIPTION OF METHODOLOGY AND RESPONSE RATE SUMMARY



# DESCRIPTION OF METHODOLOGY

## FIELD PROCEDURES

In total, 9 interviewers worked on the 2006 study. The training sessions for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Tuesday, September 12, 2006. The bulk of the field interviewing was conducted between September 13 - September 24, 2006. Two additional make-up runs were conducted on September 25 and October 1, 2006.

Interviewers, for the most part, worked in crews of two. In addition to the interviewers, roving supervisors also worked on the project.

Interviewers boarded randomly preselected BART trains and distributed questionnaires to all riders on one pre-determined BART car (also randomly selected). These interviewers rode nearly the whole route of their designated line (origination/destination stations were Balboa Park, Castro Valley, Concord, El Cerrito Plaza, South Hayward, and Millbrae), continually collecting completed surveys and distributing surveys to new riders entering their car. The questionnaires were available in English, Spanish and Chinese. Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, sleeping, and left train). The definitions for non-responses are:

***Language Barrier*** - non-response because the rider cannot understand the interviewer or the questionnaire.

***Left Train*** - the surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.

***Children under 13*** - children under 13 are not eligible for the survey.

***Sleeping*** - riders who are sleeping were not offered a questionnaire.

***Refusals*** - riders unwilling to accept/fill-out the survey.

Interviewers returned completed questionnaires to the CC&G office within one or two days of interviewing. The exception to this was weekend crews, who returned their questionnaires Monday morning. Editing, coding and inputting was done as the questionnaires were returned. Standard office procedures were used in spot checking (validating) the work of the editors, coders and data inputters.

## SAMPLING

Sampling was achieved by selecting BART train trips that most closely resembled those trains selected for the 2004 study, with consideration given to the route modification made to the SFO extension last year. The resulting sample of BART trains fell within three strata: peak, off-peak and weekend. Peak is defined as weekday trains dispatched between 5:30am - 8:30am and 3:30pm - 6:30pm. Off-peak includes trains dispatched all other weekday times. Weekend includes all dispatches on Saturday or Sunday.

## DESCRIPTION OF METHODOLOGY (continued)

Once all the train selections were made, each trip (train run) was matched with an appropriate return trip on the same line. For the few cases where a return trip was not available, it was treated as a one way trip and no return trip was assigned. Then, for each trip, one train car was randomly selected for interviewers to board. Interviewers attempted to survey all car riders through the destination station. This random train car selection process resulted in a slight bias towards shorter trains. Riders on shorter trains had a higher likelihood of being selected than those on longer trains. In previous years, analysis has been performed on this issue and has demonstrated that this bias has no material effect on the results. The number of outgoing and returning trips totaled: Peak - 38 trips, Off-Peak - 58 trips, Weekend - 42 trips.

## WEIGHTING

The data were weighted by ridership segment to proportionately represent BART riders. The weighted ridership segments are defined identically to the sampling ridership segments except that weekend is broken out into Saturday and Sunday. The resulting ridership segments are as follows: weekday peak, weekday off-peak, Saturday and Sunday. The following chart shows the actual number of interviews by ridership segment and the number of interviews weighted to represent the proportional amount of riders in each. It also shows the number of riders the weighting is based on, as well as the percentage of riders these numbers represent (weighting %).

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Interviews completed	2,275	2,427	562	886	6,150
Interviews weighted by strata	3,006	2,239	537	368	6,150
Estimated # of BART riders*	1,012,753	754,218	181,259	123,842	2,072,072
Weighting %	48.88%	36.40%	8.75%	5.98%	100%

\*Estimated # of BART riders taken from ridership averages for the week of September 11-17, 2006.

# 2006 BART Customer Satisfaction Study

*Response Rate/% of Riders Who Completed Survey/Distribution Rate*

	<i>Total</i>	<i>Peak</i>	<i>Off-Peak</i>	<i>Weekend</i>
Children under 13	217	24	61	132
Language barrier	220	68	86	66
Sleeping	419	142	187	90
Left train	169	51	49	69
Refused	1,750	588	560	602
Partials (not processed)	335	88	163	84
Qst. distributed and not returned by Oct 19	1,940	611	801	528
<b>TOTAL NON-RESPONSE</b>	<b><u>5,050</u></b>	<b><u>1,572</u></b>	<b><u>1,907</u></b>	<b><u>1,571</u></b>
Completes collected	5,510	1,965	2,173	1,372
Completes mailed back	640	309	255	76
<b>TOTAL COMPLETES</b>	<b><u>6,150</u></b>	<b><u>2,274</u></b>	<b><u>2,428</u></b>	<b><u>1,448</u></b>
<b>PASSENGERS ON SAMPLED CARS</b>				
<i>(Total completes+Total Non-response)</i>	<b><u>11,200</u></b>	<b><u>3,846</u></b>	<b><u>4,335</u></b>	<b><u>3,019</u></b>
<b><u>Response Rate &amp; % of Riders Who Completed Survey</u></b>				
<b>PASSENGERS ON SAMPLED CARS</b>	<b>11,200</b>	<b>3,846</b>	<b>4,335</b>	<b>3,019</b>
Less:				
Children under 13	(217)	(24)	(61)	(132)
Language barrier	(220)	(68)	(86)	(66)
Sleeping	(419)	(142)	(187)	(90)
<b>POTENTIAL RESPONDENTS</b>	<b><u>10,344</u></b>	<b><u>3,612</u></b>	<b><u>4,001</u></b>	<b><u>2,731</u></b>
<b>TOTAL COMPLETES</b>	<b>6,150</b>	<b>2,274</b>	<b>2,428</b>	<b>1,448</b>
<b>Response Rate <sup>1</sup></b>	<b>59.5%</b>	<b>63.0%</b>	<b>60.7%</b>	<b>53.0%</b>
<b>% of Riders Who Completed Survey <sup>2</sup></b>	<b>54.9%</b>	<b>59.1%</b>	<b>56.0%</b>	<b>48.0%</b>
<b><u>Distribution Rate</u></b>				
<b>PASSENGERS ON SAMPLED CARS</b>	<b>11,200</b>	<b>3,846</b>	<b>4,335</b>	<b>3,019</b>
Less:				
Children under 13	(217)	(24)	(61)	(132)
Language barrier	(220)	(68)	(86)	(66)
Sleeping	(419)	(142)	(187)	(90)
<b>POTENTIAL RESPONDENTS</b>	<b><u>10,344</u></b>	<b><u>3,612</u></b>	<b><u>4,001</u></b>	<b><u>2,731</u></b>
Total Completes	6,150	2,274	2,428	1,448
Qst. taken home and not returned by Oct 19	1,940	611	801	528
Partials (not processed)	335	88	163	84
<b>TOTAL QST. DISTRIBUTED</b>	<b><u>8,425</u></b>	<b><u>2,973</u></b>	<b><u>3,392</u></b>	<b><u>2,060</u></b>
<b>Distribution Rate <sup>3</sup></b>	<b>81.4%</b>	<b>82.3%</b>	<b>84.8%</b>	<b>75.4%</b>

<sup>1</sup>Total Completes divided by Potential Respondents

<sup>2</sup>Total Completes divided by Passengers on Sampled Cars

<sup>3</sup>Total Qst. Distributed divided by Potential Respondents





## Appendix F: CODING OF RESPONDENT COMMENTS



# CODING OF RESPONDENT COMMENTS

## EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2006 BART Customer Satisfaction Study. Codes used in the 2006 study were used for the current study. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

Q.2. If multiple responses were given, questionnaires of companion (same trip) respondents were reviewed and editing was accomplished.

- In these situations, Entry station (Q.1) and Exit station (Q.3) were also checked and edited where appropriate (Example: respondent gave East Bay station as the entry, and West Bay station as the exit, whereas companion passengers gave the reverse response).

Q.11. In some cases respondents would write in a number following the “if less than once a month, about how many times a year \_\_\_\_\_” response category which indicated that they rode BART at least monthly (Example: 15). In these situations, the response was edited to the appropriate category.

Q.18. In some cases, respondents would check the NO category and also check categories like High Value or MUNI Fast Pass in the following sub-question. Here the NO was edited to a YES.

Scaling Questions.

- If multiples occurred where only one response was acceptable, we rotated the inputting of the higher and lower response. On the first occurrence we took the higher response, on the next occurrence we took the lower response, etc. (Example: both 5 and 6 circled on the Poor - Excellent Scale, or Agree Strongly and Agree Somewhat both checked).
- In cases where bi-polar discrepancies were observed, we took the mid- point (Example: 1 and 7 circled). Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The back side of the questionnaire included a section for comments. All of these written comments were typed into a database. The comments were then split and coded using a list of “department specific” codes provided by BART. The code list and incidence for each code are listed on the following page.

Printed reports listing the verbatim comments for each code are made available to the BART Departments responsible for each area. This provides them with an additional tool to understand the reasons for customer rating levels.

## 2006 Customer Satisfaction Study

### Code Sheet – Comment Code Frequencies

[FREQUENCIES FOR EACH ARE INDICATED IN BRACKETS]

- 1 Agent Availability [9]
- 2 Bus Connections/MUNI Connections/Caltrain Connections [38]
- 3 Bike Issues [175]
- 4 General compliments [105]
- 5 Disability Issues [23]
- 6 Escalators and Elevators (except cleanliness) [28]
- 7 Extensions [100]
- 8 Fares and Fare Policies [427]
- 9 Graffiti [3]
- 10 Landscaping [6]
- 11 Lighting [11]
- 12 Other Specific comments [59]
- 13 PA (Public Address System) or noise issues [132]
- 14 Personnel (except police) [91]
- 15 Parking [177]
- 16 Police/enforcement issues (except bikes) [262]
- 17 Overall station conditions/state of repair [18]
- 18 Station Cleanliness (except graffiti) [52]
- 19 Service - type of service, amount of service, delays, delay info., etc. [855]
- 20 Signage, maps, and printed schedules [104]
- 21 Seats on trains - availability [66]
- 22 Comments about surveys/research [14]
- 23 Train Cleanliness - including interior, seats, and exterior (except graffiti) [267]
- 24 Temperature / Ventilation [53]
- 25 Fare Collection - general (lines/confusing/change/tickets with low amounts) [21]
- 26 Fare Collection Equipment (machines-faregates broken/don't work/don't accept bills) [29]
- 27 Refunds [12]
- 28 Tickets (de-magnetized, cannot read balance amount, do not work) [20]
- 29 Windows/etching [0]
- 30 BART strike [0]
- 31 Need for more rest rooms/bathrooms/open restrooms [54]
- 32 Car overall condition (change carpets/musty/doors not working) [191]
- 33 Bathroom cleanliness [44]
- 34 BART transfer connections [34]
- 35 BART website [17]
- 36 Luggage issues [12]
  
- 40 Other [7]

## Appendix G: QUADRANT CHARTS BY RIDERSHIP



## QUADRANT CHARTS BY RIDERSHIP SEGMENT

The Quadrant Chart in the Detailed Results (page 17) is designed to help set priorities for future initiatives to improve customer satisfaction. They identify those specific service characteristics that are most important to BART customers on average, and also show which service characteristics are rated lowest. The “Target Issues” quadrant (top left) displays the most important service characteristics in need of attention.

Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = poor and 7 = excellent, so higher ratings on the right side of the Quadrant Chart are better scores and those on the left side are worse. The vertical axis (“Derived Importance”) scale was derived by correlating each of the service characteristics with customers’ overall satisfaction levels. Those service characteristics having strong correlations with overall satisfaction are seen as “More Important”, while those with weaker correlations are seen as “Less Important”.

For example, customer ratings of on-time performance are very strongly correlated with overall satisfaction (i.e. customers that are happy with BART’s on-time performance tend to be more satisfied overall, and conversely customers that are disappointed with on-time performance tend to be less satisfied overall). On the other hand, customer ratings of map/schedule availability have only a weak correlation with overall satisfaction (i.e. it is not uncommon for customers to rate map/schedule availability highly, even though they are dissatisfied overall with BART services). Therefore, on-time performance is located in the upper part of the chart, while no map/schedule availability is located in the lower part.

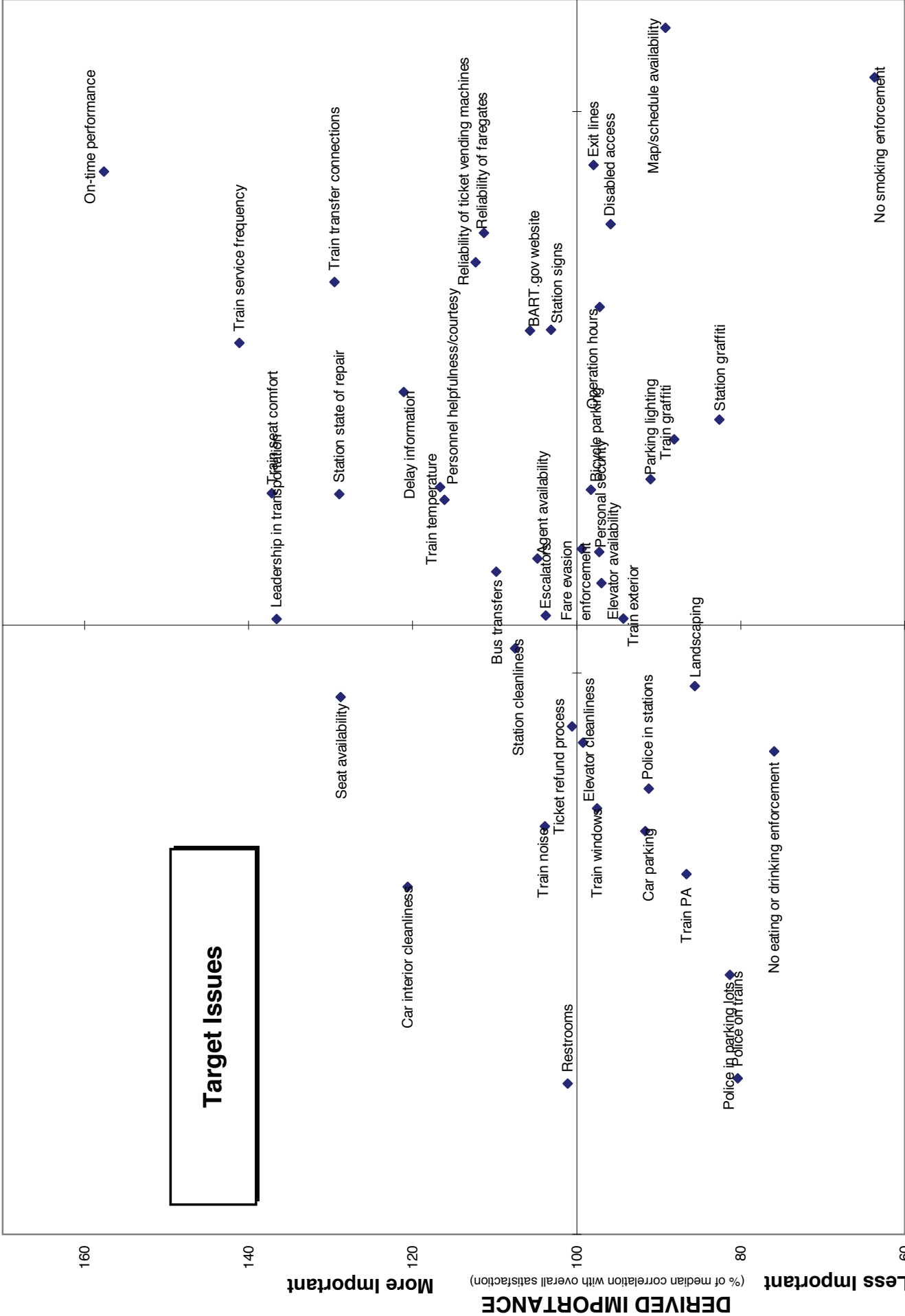
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service characteristic and the median correlation level. Those service characteristics above 100 are more correlated with overall satisfaction, while those below 100 are less so.

Note that some service characteristics are seen as fairly unimportant on average because not all customers are affected by them, even though they are quite important to specific customer segments (e.g. parking availability, elevator cleanliness, restrooms, and bicycle parking).

Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in 2006, 2004, 2002 or 2000 as it has been generally consistent with the correlation coefficients’ ratios used in the Quadrant Chart. Please refer to the 1998 Customer Satisfaction report for information on additional statistical testing done in past years.

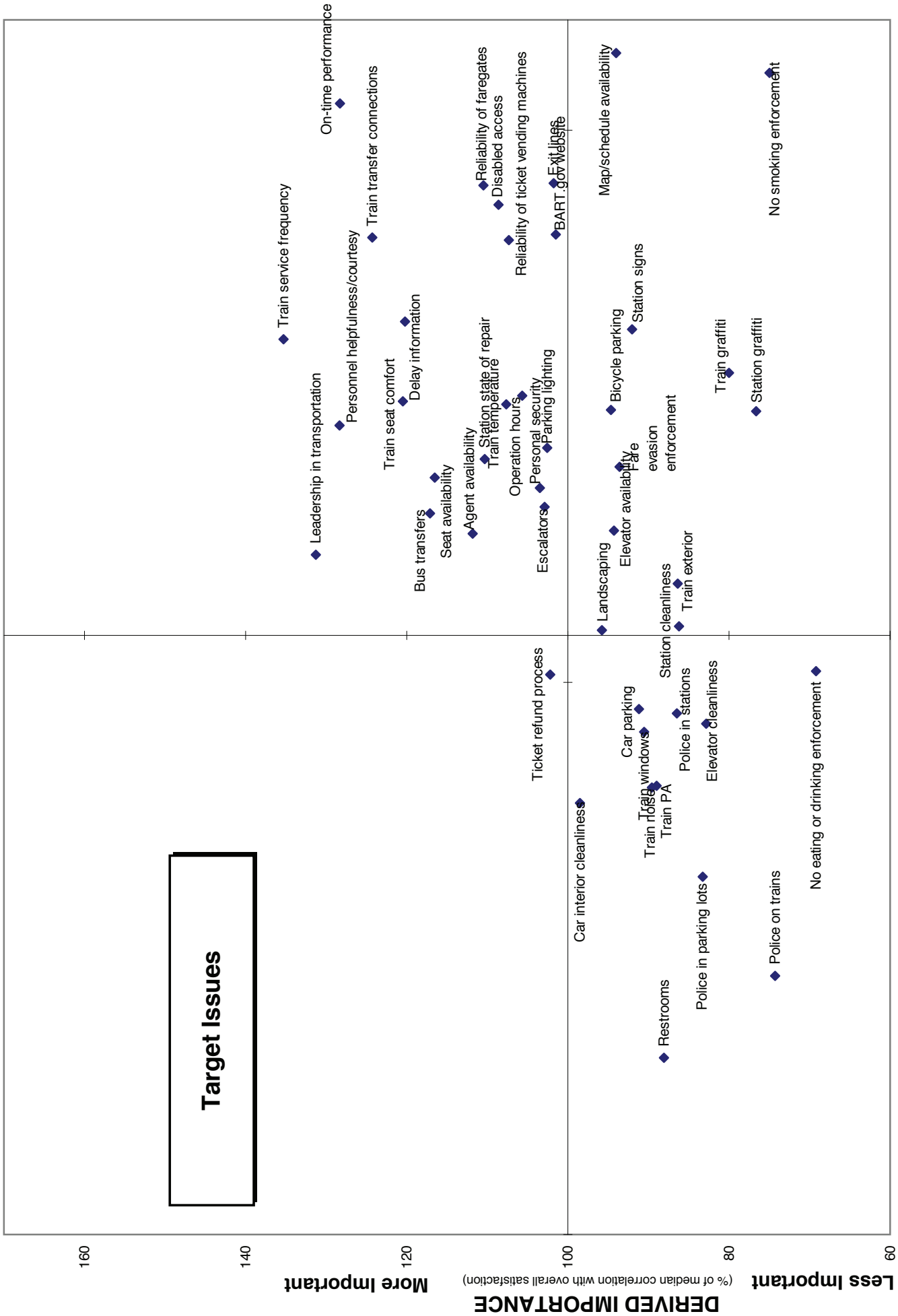
The following pages show the Quadrant Charts for each of the three sample ridership segments: peak, off-peak, and weekend riders.

# Quadrant Chart (PEAK)





# Quadrant Chart (OFFPEAK)



# Quadrant Chart (WEEKEND)

